

The REPORTER of Direct Mail Advertising

Memo
To Secretaries... See p. 4



bring your layouts to life: print on

INTERNATIONAL *Ti-Opake*

Where it's a rush job, and it's got to be good—specify International Ti-Opake.

It's quick-drying and so opaque it cuts show-through to the minimum. Smooth finish
for folders, broadsides and catalogs printed by letterpress or offset.

For announcements, prospectuses, stationery—vellum finish with matching envelopes,
equally good for printing and writing. International Paper Company,

220 East 42nd Street, New York 17, N. Y.



INTERNATIONAL PAPERS
for Printing and Converting

Got a problem?

If it's sales promotion—*relax*—just bring it to—

AHREND

THE DEPARTMENT STORE OF DIRECT MAIL

One source for
all of your
direct adver-
tising needs...
from sales-
minded ideas
through com-
pleted on-time
mail campaigns

sales-building art
cash-register-minded copy
sparkling, sharp printing
perfectly personalized sales letters
field-tested dealer helps and campaigns
clear multigraphing, mimeo and offset
preparation, production of house organs
supervision of dealer or consumer contests
handling of radio, TV and coupon responses
accurately typed or written addressing
selection of productive lists
time-conscious mailings

You can relax because no matter what your needs may be, the solution is at hand in our "department store" of specialized direct mail services.

Whether you want to market a new product in selected communities or build dealer cooperation nationally . . . send out a personalized sales letter or an integrated long-term campaign . . . just call Ahrend.

You'll have the peace of mind that goes with knowing that all operations concerning your job are directly under our control in our own plant of 40,000 square feet.

If your problem is uncertainty as to just what type of promotion will benefit you most . . . you have our skilled merchandising analysts, creative writers, artists and photographers to produce the most effective promotion for your purpose. AND at the same source, you have complete equipment for the production, printing and mailing of your made-to-measure material.

Let D. H. Ahrend Co. take full responsibility. Phone or write Ahrend today . . . then just sit back and relax, confident that you'll get what you want when you want it.

57 YEARS OF EXPERIENCE SERVING DIVERSIFIED INDUSTRIES

33 NATIONAL AWARDS BASED ON RESULTS

D. H. AHREND COMPANY

INCORPORATED

MURRAY HILL 6-3212 • 333 EAST 44 STREET • NEW YORK 17, N. Y.

How RETURN-A-CARD Letters Increase Mailing Results

"First mailing of Return-A-Card Letters has brought a return of 23%, far better than the same letter did on ordinary letterheads. Second mailing pulled 1,100 out of a total of 10,000 mailed." National Photo Dealer.

"We received 92% in orders from mailing, for our Cancer Fund Drive has produced triple the results than in any previous year."

Angler's Products Co. (Cuff-ettes Sales Campaign)

"Your Return-Envelope mailing, for our Cancer Fund Drive has produced triple the results than in any previous year."

American Cancer Society (Belleville Committee)

Step Up Your Mail Results with RETURN-A-CARD Letters

Return-A-Card Letters puts a preaddressed order card or envelope at your prospect's fingertips and keeps it there until he uses it. There's no chance of your card being misplaced, no lost orders because of lost cards!



You can make a Return-A-Card mailing for as low as 11 1/2 cents per set up to 3 cents per set. This includes a two-color letter with the Return-A-Card printed and attached and a special window outside envelope to fit.

Write or Phone to see samples of these improved mailing pieces.

Tested Sales Producers, Inc.

Division of Globe Mail Agency
148 West 23rd St. • New York 11, N. Y.
Phone: Oregon 5-4500

Complete Creative, Printing, Mailing, Addressing and list maintenance facilities.

HERE'S YOUR ANSWER TO SOARING DIRECT-MAIL COSTS
DIRECT-MAIL COMBINE-VELOPES
The 4-in-1 Direct-Mail Sales Package
Include Outgoing Envelope, Sales Letter, Order Form, Return Envelope.
Delivered Ready to Address.

Write
THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

YOU CAN HAVE YOUR

SALES LETTERS & DIRECT MAIL

WRITTEN • DESIGNED • PRODUCED
BY EXPERTS AT LOW COST

Consultation Without Obligation

PAUL MUCHNICK CO.

Mail Sales Promotion
150 Nassau St. New York 7, N. Y.
Worth 4-6936

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Volume 12

Number 11

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HENRY HOKE, JR., Advertising Manager

ABOUT THE COVER . . .

This month we are trying "an experiment." Our Memo to Secretaries is actually an important editorial . . . and we'd like to know how many of you get your secretaries to transcribe it. So ask her to make a carbon and send it to us. If any mistakes, we'll mail it right back to her. The shorthand is standard Gregg. And it ought to be right. Bob Slaughter of Gregg Publishing Company (division of McGraw-Hill) arranged to have it written for us by an expert. Note too . . . the shorthand ties-in with the material on pages 18 and 19. So ask your secretary to read those pages carefully.

March 1950

Three Men On a Horse

Henry Hoke tells a story about 3 Atlantic City fellows who are running the darndest . . . most successful . . . creative lettershop he's seen in years. And he tells about how one of their clients, swank Challon-Haddon Hall, handles direct mail.

Direct Mail Volume for 1949

First official release of the new committee appointed by the Direct Mail Advertising Association to study the controversial annual figure spent for direct mail.

Humor Pays Off

Merrill Fox, Fox Advertising, Baltimore, shows how carefully handled humor has paid big dividends for two of his clients . . . a wholesale rug firm and a cocktail lounge.

More About Dearless Letters

Seven Examples of Letter Styling

A pleasant looking letter is easier to read . . . invites reading. M. L. Strutzenberg, of The Reporter, shows how to improve your every day letters as well as the appearance of promotion letters.

Direct Mail Helps Durene Association of America

Nine manufacturers of mercerized cotton yarns, form the association which promotes their Durene label of quality to retailers and clothing manufacturers. Direct Mail played an important media coordinating role during 1949.

Anyone Who Can Be Sold, Can Be Sold By Mail

John Sweet, of U. S. News & World Report tells how USNWR promotes subscriptions by mail; gives an insight into their selling philosophy.

How We Can All Help Small Business To Advertise

OFFICIAL PUBLICATION DIRECT MAIL ADVERTISING ASSOCIATION

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, 1500 DMAA Members receive The Reporter as part of the association service. A portion of their annual dues pays for the subscription.

SHORT NOTES

DEPARTMENT

◆ KEEP YOUR EYES on television and its effect on direct mail. Many people in the graphic arts industry are making a serious study of it. The feeling is . . . direct mail and television can work very closely together. Products and services can be shown in the home and booklets and other printed follow-ups can be offered. As soon as The Reporter gets some definite case histories, we will be reporting.



◆ RAYMOND TRIGGER, managing editor, Investment Dealers' Digest, 150 Broadway, New York 7, N. Y. sent us sample of a letter he mailed to investors during January telling them about a new magazine . . . "Investor". A two page letter explained the reasons for the magazine. Ray thinks he made some sort of a record. It pulled annual subscriptions at better than 5%, and even though the letter specifically stated that all subs would be billed after the first issue, more than 80% of these replying enclosed checks. Good selling.



◆ SYLVANIA ELECTRIC PRODUCTS continues to do a bang-up job with dealer help promotions. The illustration here was used in announcing to dealers the first of the 1950 series of local advertising mats, point-of-sale material and direct mail helps.

The pretty model was not included in the ad deal . . . but she looks happy about the whole idea.



◆ IF YOU WANT TO SEE a beautiful booklet . . . write to the Owens-Corning Fiberglas Corporation, 16 East 56th Street, New York 22, N. Y. Ask for the booklet titled, "The Fiberglas Build'n'g" which is given to visitors and which describes the products displayed in this new and sumptuous headquarters. Very well done. Colorful offset throughout.



◆ STATION WJEF and Pantlind Hotel in Grand Rapids, Michigan have a neat direct-advertising stunt. A waitress delivers to each breakfast diner, a one page bulletin, giving latest news from the Associated Press wires. Makes a hit.



◆ AN ADVERTISING AND DATA GUIDE for 1950 is now available without charge from the E. H. Brown Advertising Agency, 23 North Wacker Drive, Chicago 6, Illinois. This is the 25th annual edition. In condensed form, this 52 page guide lists rates, circulation, closing and issuance dates for general, farm, mail order and direct selling magazines.



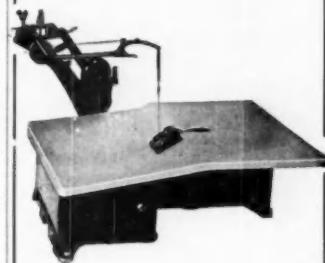
◆ CONCERNING OUR CRACK last month about advertising people being too jealous of their "original ideas" . . . and praising Ben Franklin for his honesty in admitting his plagiarism . . . someone passed this line along to us at a recent meeting: "If you steal an idea from ONE person, that's plagiarism. However, if you steal ideas from many persons, that's RESEARCH." Ain't it the truth?



◆ RADIO STATION WWJ in Detroit has a very interesting program series which runs every Tuesday evening.

(Continued on page 6)

SAVE TIME
AND MONEY!
TIE BUNDLES
AND PACKAGES
THE EASY WAY
WITH THE FAMOUS
SAXMAYER
NO. 6 TYING
MACHINE!



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost. Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A

NATIONAL
BUNDLE TYER COMPANY
Blissfield,
Michigan



REAL PRINTER'S TYPE

right in your own office
AND YOU SAVE MANY DOLLARS
IN TYPE-SETTING COSTS

Now you can prepare your own originals for printing by photo-offset or any other economical reproduction method. The result is pleasing legible type-matter with even margins and correct spacings...a type composition job any print shop would be proud of. Your typist does it...and your savings multiply with each job...from an office form to a catalog.

HUNDREDS OF INSTANTLY CHANGEABLE TYPE FACES

The professional appearance of Vari-Typing is the natural result of a wide choice of styles...Bodoni, Garamond, etc...with matching italics and in all sizes. Foreign languages, too!

Fill in the coupon and learn how to cut your printing costs.

RALPH C. COXHEAD CORP.

720 Frelinghuysen Avenue
Newark 5, N. J.

Please send me Vari-Typer Booklet 50.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

***** THE ABOVE TEXT WAS VARI-TYPERED. *****

Tells how prominent Detroiters got their start. On February 7th, Mark Adams narrated the history of May VanderPyl, who as a young widow with two children began a direct mail advertising service in her own home with only a typewriter and a kitchen table, and who eventually built one of the most successful mail advertising service businesses in the country. The program ended with Mark Adams interviewing May VanderPyl herself. The moral being of course...there are limitless opportunities in this country for small business to expand and grow. May gives a convincing demonstration.

reproducing any snapshot or photograph in postage stamp size. They come to you on gummed sheets for tipping on letters or envelopes. You might like to get samples for your idea file.



◆ **VALENTINE DAY** got a lot of attention this year. We picked up an interesting story about Valentine, Nebraska in the February issues of People and Places, h.m. of the DeSoto-Plymouth dealers. Thousands of



people send their Valentine messages to Valentine, Nebraska to be cancelled there. The Post Office has a special heart shaped cancellation stamp to aid the cause of Cupid.



◆ **SPeAKING AGAIN OF FUND RAISING**... (see February Reporter)... Matthew P. Adams of 26 North Mentor Avenue, Pasadena 1, California seems to have a very helpful service. He's an oldtimer in the fund raising business. Was for many years with the Children's Home Society of California and prior to that was with the Children's Aid Society of New York. He's now working independently and he issues from time to time various brochures on direct mail for fund raising. His latest on Easter Mailing Appeals contains advice on writing, processing and mailing, with 34 selected examples. Price is \$5.00 (on a ten-day free examination offer).



◆ **OUT IN DENVER**, Colorado, you can get the name, address, birthday and father's occupation for hundreds of children ranging in age from two weeks to fifteen years. Not a bad idea for an advertiser who wants to reach the juvenile market. The Denver idea is the brain child of Frank A. Noble, and the firm operating it is the Mountain States Advertising Service, 711 Mining Exchange Bldg., Denver 2, Colorado.



◆ **YOU CAN GET** perforated sheets of 100 "photostamps" from the Croyden Company, 516 Fifth Avenue, New York 10, N. Y. This company has a method of

◆ **THE HECHT COMPANY** of Washington, D.C. mailed an attractive personalized Valentine greeting to all suppliers. Inside copy read: To Our Favorite Manufacturer. We have been pleased for time untold, to stock and sell your line. Now on this day, may we make bold to send this Valentine. Incidentally, The Hecht Company also is doing a fine direct mail promotion job on its new hour-long television show. Recent broadside to top manufacturers offer them spots on the program at reasonable cooperative fee. Well done.



◆ **THE DMAA BOARD** will be composed of seventeen members after the next annual business meeting of the Association on October 4th. Members of the Association recently voted for this change in the Constitution and By-Laws. President Harry Porter has appointed a committee to prepare a slate of nominees to fill the new openings and those of the retiring directors for this year. The new nominating committee prior to the convention will endeavor to work out a more logical geographical distribution of Board members. Leonard J. Raymond, President, Dickie-Raymond, Inc., Boston is chairman of the committee, with George F. McKiernan, President, George F. McKiernan & Co., Chicago, and Dale Wylie, Iron Fireman Mfg. Co., Cleveland, assisting.

◆ **WOULD YOU LIKE** to know who is going to have a baby? We have just heard that a lady out in Michigan can supply each week thousands of prenatal names of women residing in any state of the country. Lists are available by states and will cover all parts of the state.

Don't know how the names are obtained but our information seems authentic. If any of you are interested in such a list we will pass your inquiry along to the right person.



◆ **GEORGE RUMAGE**, whose work has been mentioned so often in *The Reporter*, has left the New York office of Young America and will establish a western office for that publication in Los Angeles, California. He was given a good-bye party and a beautiful Longines-Wittnauer watch by many of his friends at the New York Advertising Club on February 6th.



◆ **THE SALES** of the U. S. Post Office's Philatelic Agency for the calendar year 1949 amounted to \$3,743,095.72. That's a pretty tidy profit when you consider that the government will not be requested to furnish any service for the amount involved. Postage stamps are really promises by the government to perform a service.



◆ **CHANGING A HOUSE MAGAZINE** is always a difficult problem. Rapid Grip and Batten Limited, Canada's largest printing plate makers, handled it skillfully. Made a survey of all their employees. As a result the magazine was reduced from an 8-page, 8½" x 11" to a 20-page 6" x 9" and issued



bi-monthly instead of monthly. Contents were greatly altered in response to employee suggestions.



◆ **AN EYE OPENING** direct mail piece was sent out around Valentine Day by The Leo Hart Company, 1776 Clinton Ave., Noth. Rochester 1, New York. A four page pocket portfolio measuring 12" x 15" . . . with a big red heart printed over the cover cartoon. Titled, "Next Time Let Hart Do It". Inside copy explained some of the difficult jobs the Hart Company could perform and what companies they were performing for. Tucked into the pocket was the latest counter display piece for Arrow Arabian Nights Ties. Those who received this startling mailing also received a \$1.50 ticket, because it was part of the counter display. That is good merchandising.



◆ **THAT NEW AUTOMATIC** Scotch tape applicator should find plenty of users. Particularly people with lots of packages to mail. It is being introduced



by the Tapematic Corporation of Newark, New Jersey and is available in stationery stores at \$2.45 for the ½" width and \$2.75 for the ¾" width.



◆ **A NEW BOOK** of type for offset has just been issued by A. A. Archbold, 1209 S. Lake St., Los Angeles 5, Calif. Called "FOTO-FONTS," it consists of 26 complete fonts of display type in sizes from 18 to 72 point, in medium, bold, extra bold, condensed and italic. By means of a hair-line aligning rule underneath each character, it is possible to secure accurate positioning of the letters for offset paste-ups. Book is 8½" x 11" and contains 40 pages printed on one side. Price is \$5.00 postpaid.



◆ **FORT WORTH, TEXAS** Direct Mail Club tried out an unusual stunt last month. It was all arranged by M. P. Brown, (who induced this reporter to visit Fort Worth last June.) Brown wanted other New York speakers, but

(Continued on page 38)



Has Anyone Ever Told You That You Could "Write Your Own Ticket?"

It's a better than fair sign of a customer's confidence when you ask for a testimonial and he replies, "Why don't you write your own ticket? If it checks with the facts I'll sign it . . . gladly!"

Well, asking for a testimonial is something nobody need ever be coy about. But writing it yourself, we thought, was too much of a good thing, although that's what was suggested by Mr. Ralph Miller, President of R. H. Miller, Inc., operators of a chain of 65 retail apparel shops . . . and one of the biggest Direct-Mail users in the field. Instead, we prevailed upon him to take time-out to dictate and sign this opinion of our service:

"By maintaining our lists in your plant, by having our stencils cut and run by you, and by having a substantial proportion of our processing and mailing done in your shop, we effect a very worthwhile saving in time and effort. What's more, we are relieved of a volume of detail that would otherwise interfere with our own job of selling at a profit. Thanks for the important part you've played in organizing and maintaining our present satisfactory set-up."

It's nice to be told to "write your own ticket" by a merchant like Ralph Miller—even though we didn't take advantage of his invitation in this instance.

And we're proud of the many, many "Millers" among our customers who would willingly extend the same invitation to us. It's conclusive evidence of the quality of the work we do for some of the country's biggest and best-known mail users. To find out what this quality can mean to you, write to us or telephone COlumbus 5-3150 today!

CIRCULATION ASSOCIATES

Circulation Fulfillment • List Compilation And Maintenance • Stencil Cutting • Triple-Head Multigraphing •

• Offset Lithography • Letter Press Printing •

• Addressing • Mailing • Complete Mail Campaigns •

1745 Broadway • NEW YORK 19, N. Y.



Specialized TENSION ENVELOPES STAND THE GAFF!

Protecting its contents against extreme conditions is an envelope's prime purpose in life. No matter how smart looking it may be or how easy it is to handle, an envelope must first prove its stamina and durability in the job for which it was created.

At Tension, the need comes first. Before visualizing how a proposed envelope will look, designers carefully study what the completed envelope must do. In this purposeful planning, Tension designers have turned out envelopes to contain sand samples without sifting . . . envelopes that are actually waterproof . . . envelopes to withstand the humid heat of the Tropics . . . envelopes that expand to hold a hundred sheets or more without straining of the seams.

As your local Tension Representative will explain, Tension Envelopes protect the cargo you entrust to them. More than that — they can save handling time, prevent mistakes, cut postage costs, promote sales and attract attention through clever design and beautiful display.

Did you say — "TELL ME MORE?"

Write on your letterhead today, stating your envelope problem and asking for free samples of sturdy Tension envelopes, built to stand the gaff. No obligation, of course.

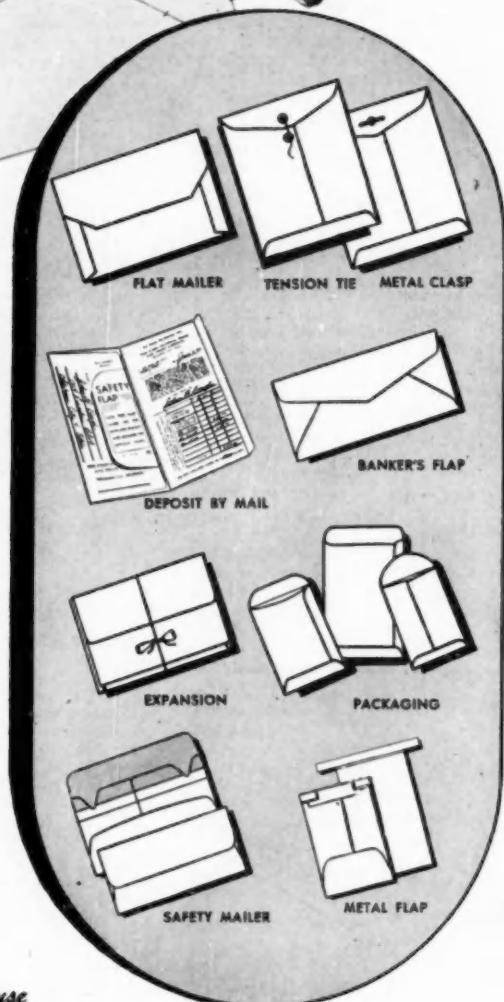
ADDRESS THE TENSION FACTORY NEAREST YOU OR
PHONE YOUR LOCAL TENSION REPRESENTATIVE



for every business use

TENSION ENVELOPE CORPORATION

FACTORIES: New York 14, N.Y. • St. Louis 10, Mo.
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.
Over 100 Representatives Selling Direct to User



three men on a horse... on a sea horse, that is

by henry hoke

On February 16th, I travelled down to Atlantic City, New Jersey for a combination speaking and rest trip . . . and ran into one of the best direct mail stories of the past year.

Jim Dooley, President of Atlantic Advertising, Inc. had arranged for quarters in beautiful Haddon Hall (where DMAA held its convention in 1941) . . . and for an appearance at the Kiwanis Club meeting at Hackney's famous sea-food place. The usual kind of a group of local business men . . . interested in improving their letters . . . and willing to take criticism.

Next day the Atlantic Advertising crowd invited about thirty of their customers to attend an evening clinic on direct mail improvement. Lasted for three hours . . . and what a session. The speaker probably learned as much as the "students."

But that's not the point of this particular story. During the four days in Atlantic City, I had a good chance to get acquainted with the hotel and business men up and down the boardwalk. Also, to learn more about the operations of the three men on a sea horse who are riding it for all it's worth.

Here are the highlights: Jim Dooley has been in promotional work for about fifteen years. Before the war, Cliff Lee was operating his own printing plant; Horace Blitz was running a lettershop featuring creative service for his customers. They used each others talents at times. When Cliff was called into service, Jim offered to manage his plant, with Horace helping.

It was inevitable . . . a final consolidation. When Cliff came back from overseas, the three formed Atlantic Advertising, Inc. and bought their own building right down the street a block from Chalfonte-Haddon Hall, one of their biggest customers. They put under one roof agency and production facilities. Jim, as president, is the front man and promoter. Cliff as vice president supervises all printing production. Horace as secretary-treasurer handles

copy and so-called direct mail production, such as addressing, duplicating, mailing. What a combination! And they make it seem like fun.

The three of them have travelled around the country picking up ideas from the best brains in mail order and direct mail. They really studied the darn old business . . . and their creative ideas for hotels and other businesses improved with such rapid strides . . . too many customers were knocking on the door. They had to take an adjoining building and knock a hole through the wall for the new offset equipment and other growing services.

Some of the best hotel advertising in the country is coming out of that hole in the wall. Then they tackled some syndicated campaigns and specialized Christmas greetings for specific types of industry or individuals. Last year their orders came from all

around the country and as far away as Alaska. Their shipping room is a model of efficiency with time-saving ideas and devices which would embarrass some of the "bigger shops" in the industry.

These three young men, riding a sea horse in a supposedly non-industrial resort town, furnish a convincing demonstration that there is plenty of room for brains and enthusiasm in the direct mail field. They use tons of clever and original direct mail themselves . . . and it works. The direct mail they create for their customers works too.

But the best part of the story is about one of their good customers. Before the war, Chalfonte-Haddon Hall put about 90% of their annual advertising appropriation into space, billboards and other types of mass advertising . . . with a puny 10% going into direct

(Continued on page 10)



In usual order: Cliff Lee, Horace Blitz, Jim Dooley

Get Your Letters Out Faster and Better!

Make Plates In Your Own Office



with PLASTIPHOTER

Your sales letters move faster when Plastiphoter makes highest quality photo offset duplicating plates in *your own office*. It costs only $\frac{1}{4}$ as much as ordinary plate-making equipment.

No special training is required to operate the Plastiphoter. Anyone in your office can quickly produce the highest quality plates you've ever seen. And it's so compact . . . uses only 3 square feet of your precious office space.

So why continue to "send out" when you can make your own plates in a matter of minutes—at less cost—and with better results?

Get full details on how the Plastiphoter method ends waiting time, makes clearer reproductions and helps you do a better job at lower cost. Send in the coupon . . . there's no obligation, of course, so fill it out and drop it in the mail now.

TIME-SAVING • CONVENIENT • ECONOMICAL

Remington Rand	
Dept. 43	
Bridgeport 1, Conn.	
NAME	
FIRM	
ADDRESS	
CITY	STATE
Plastiphoter Inquiry	
Remington Rand Inc.	

mail. After the war, direct mail began creeping up, because it was getting better and better results. Traceable results. Today, according to General Manager Joseph McDonnell, John Lipincott, Jr. (who manages the Chalfonte) and Dilwyn Parrish (who directs sales for Haddon Hall) . . . they are spending more on direct mail than on all other forms of promotion. In other words direct mail is getting better than 50% of the budget. And the percentage will be increased in 1950.

The genial hosts at Chalfonte-Haddon Hall took *this reporter* around the works and let me see the records. In 1949 they mailed more than six hundred thousand straight promotional pieces to old customers and prospects . . . with seven master mailings throughout the year, and many smaller selective mailings to specific groups. One piece directed to convention managers cost about \$2.00 per contact.

In Haddon Hall, there is a most complete mail production department and it really came about because the three men on a horse couldn't handle any more business. Imagine a lettershop urging its customer to go into the production business. That's what happened.

The hotel had too much work, such as list maintenance and classification, addressing, personalized letters . . . and it was easier and simpler to control this work right where the list information was. So Jim, Cliff and Horace helped with the set-up. Addressing machines, list control methods, automatic typewriters, mailing room equipment. Today, a competent supervisor is in charge of an efficient direct mail production plant; while Philip Parlett, assistant manager, supervises the day by day personal contacts with guests and prospects. There are eighty thousand former or "regular" guests on plates . . . plus prospect lists which bring the total to about one hundred and ten thousand. Lists are kept in up-to-date shape daily . . . with historical records of every guest housed in either hotel.

I didn't get the record of Chalfonte, but I saw the 1949 daily counts for Haddon Hall. A battery of six automatic typewriters works two shifts per day. All inquiries about rates or reservations are handled on these machines, which last year turned out about 75,000 personal letters. Volume runs from 5 to 8 thousand letters per month depending on season. (Chalfonte division would be about half of that.)

I'm not saying that all letters turned

out by the hotels are perfect in wording. A little blue pencilling and a following of simple formulas will help. But that's the way it is in nearly every business I've investigated recently. Original promotion material is usually good. The weakest spot in direct mail is the follow-up . . . transmittal letters, answering inquiries, etc.

And here's a wrinkle which pleased *this reporter*. For years, he has been arguing for matched stationery, for more attention to little details. The Chalfonte-Haddon Hall letterheads are on buff stock, as are the envelopes. The letterheads (picturing hotels) are printed in brown. All typewriters in hotels (automatic or otherwise) are equipped with brown ribbon. All executives in hotel (or the signers in production department) use fountain pens with brown ink.

In other words, every personalized letter presents a pleasing picture of color harmony. They show recipients that the folks at Chalfonte-Haddon Hall are particular (even about their letters.) And, oh yes, the addressograph machines are equipped with brown ribbons.

That's about the end of the story. In addition to rest, sea air, good food and wonderful hospitality, we got a great kick from being surrounded with a smooth working, idealistic direct mail set-up. Its smoothness is even reflected in the services of the hotel . . . the courtesy of the maids, bellboys, porters, waiters, clerks, etc. Or maybe it's vice versa.

And, of course, three men on a sea horse down the street are pretty happy about the whole thing. They sit around dreaming up ideas and knocking out letterheads and promotional pieces. They are doing similar but less extensive work for other hotels. They find time to edit and produce Atlantic City's annual Blue Book. They are now building a list of all property owners in the city and adjacent territories and will offer an economical direct mail service to smaller businessmen who want to reach segments of the list (which should make Joe Rusakoff feel happy too).

Incidentally . . . Jim, Cliff and Horace won three national awards at the 1949 Chicago convention . . . and Chalfonte-Haddon Hall won top place in last year's Hotel Salesmanagers Association awards.

If you are in need of a rest and/or inspiration any week-end, go down to Atlantic City and let the gang down there show you how they are putting direct mail to work.

Direct Mail Volume For 1949

Some of you remember . . . there has been considerable confusion or argument during past years, concerning the method of estimating the annual dollar volume of Direct Mail.

Some published estimates were obviously too low.

Several years ago, The REPORTER released a detailed formula for estimating volume . . . but the argument continued.

Last year, the DMAA Board appointed a Committee to conduct a survey and to work out a continuing formula which would be acceptable to all concerned.

The Committee: Horace H. Nahm of

Hooven Letters, Inc., 352 Fourth Avenue, New York 10, N. Y., chairman; Leonard J. Raymond of Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Massachusetts; Edward N. Mayer, Jr., of James Gray, Inc., 216 East 45th Street, New York 17, N. Y. and Henry Hoke of The REPORTER.

This Committee surveyed DMAA members and REPORTER readers . . . getting average costs and daily and monthly counts of mail received.

From this survey, and from experiences gained in other surveys, the Committee finally agreed on the formula shown below. That is . . . we had accurate Post Office counts for each class

of mail. We had to arrive at a sensible proportion or percentage of each classification which could rightly be classed as "Direct Mail." Then . . . the average (conservative) cost of each piece. With those two figures . . . the rest is just multiplication.

The DMAA is releasing these figures for the year 1949 as the "official estimate of the DMAA." It covers Direct Mail only . . . material actually sent through the mail. It does not cover other forms of direct advertising . . . printed promotion delivered by other means (which would perhaps add another 25% to the total).

The REPORTER will go along with this formula for the present. The figures in column two (unit cost) are as close as anyone could get to the real truth, although house magazine editors and plenty of top promoters know that 6½¢ per piece for their 3rd class work is much too low. For many mail order people, the cost is too high. The statistical average is just about right.

The one weakest or most debatable point in the formula is the percentage of first class mail. In our experience . . . that percentage has been creeping upward. The 10% finally agreed upon by the Committee possibly could be doubled or even tripled without going beyond reasonable limits. Perhaps further surveys will correct the formula. At least . . . we have a formula.

D M A A Formula and Estimate of 1949 Direct Mail Volume

Class of Mail	% of class used for Direct Mail	Unit Cost Per piece	Annual volume of pieces of Direct Mail '49	Direct Mail \$ volume this classification
1st	10%	9¢	2,020,500,000	\$181,845,000
3rd	85%	6½¢	8,415,400,000	547,001,000
Post cards	35%	2½¢	1,496,950,000	37,420,000
Air Mail	10%	12¢	89,335,000	10,720,200
Foreign Mail	10%	10¢	14,381,000	1,438,100
Catalogue Rate	100%	60¢	114,060,000	68,436,000
Foreign Air Mail	10%	17¢	12,524,000	2,129,080

Supplementary Estimates to Determine Inserts in Monthly Statements

(Stockholder Mailings	12,000,000
(gas bills	17,000,000
(elec. bills	20,000,000
(tele. bills	25,000,000
(insurance	10,000,000
(retail chg. accounts	12,000,000
(bank statements	17,000,000
(local store bills	12,000,000

Total - 125,000,000 x 12 = 1,500,000,000 (at average cost 1¢ each) 15,000,000

Total Dollar Volume Direct Mail, Calendar Year 1949 \$863,989,380

humor pays off

a look at the direct mail of a wholesale rug firm and a cocktail lounge shows how carefully handled humor pays big dividends

Here are two funny stories . . . which I am sure you have never heard . . . because one of the stories won't begin until next week . . . and the other started only a month ago.

These are true stories about two humorous advertising campaigns. As funny as they are . . . you have never heard anything more serious in your life.

Because in both cases . . . these business men have invested their life savings . . . and are depending a great deal on the advertising to make their ventures successful or otherwise.

But let's get to the story: First, the one about the wholesale rug firm which has been in business for 3 years . . . and decided to advertise.

It's a story that most advertising men are familiar with. The lines of lin-

leum and rugs handled by this wholesaler were not those nationally known, nationally famous brands, that women in this territory were clamoring for and demanding.

Although they were "good lines" . . . they didn't have the stimulation and prestige of consumer demand or consumer acceptance. And the prices to the retailer were not low enough to make the retailer swoon when these names were mentioned.

Those are the facts. Now to go ahead and launch an advertising campaign which would 1—increase sales; 2—get new accounts; 3—advertise and publicize the wholesaler's firm.

The first thing we found out . . . was that 95% of the orders were taken by Rudy Rudick and his brother Harry.

Since, in our agency, the men who

by
merrill fox

Fox Advertising Company
Baltimore, Maryland

get the orders are the heroes in our book, that was to be the big gun of the entire advertising campaign.

Any advertising which would make it easier for Rudy and Harry to get more orders . . . was the big idea for which we searched. Any advertising which would make it easier for new accounts to give this firm orders was also a big consideration.

Right in the middle of our brain racking . . . we got a break. Ozite (heaven bless them) appointed our client distributors in this territory.

Not exclusive distributors, not even co-distributors. But one of several distributors.

We jumped on that opportunity with both feet. We latched Rudy and Harry on the tail of Ozite's tremendous acceptance. This accomplished two things. An introduction of the Rudicks to every retailer in the territory . . .

. . . and a tremendous blast for Ozite by the wholesaler himself, which is indeed a rarity in most cases of this kind.

The manufacturer usually makes the announcement. The manufacturer sends mats or factory literature under which the retailer puts his signature cut.

Not the Rudicks. They did the bugle-blowing. They stole the show and gave Ozite tremendous local publicity. After mailing only 3 pieces, (same in size and format as the ones shown in the adjacent columns) the results were amazing. The Rudicks actually sold out of every yard of Ozite they had, and had to press the factory for increased shipments.

The Rudicks opened more new accounts in 30 days . . . than they had opened in the past 6 months.

Then . . . one of America's most famous rug companies parted with their local wholesale distributor. It was the kind of plum any rug wholesaler dreams about.

The Rudicks went into action . . . they went into conferences . . . they showed their aggressive Ozite advertising which had made such a big hit

ALDON RUGS

RUDY RUG MILLS, INC.

Take Pleasure In Announcing
The Appointment Of

R. RUDICK CO., INC.

As Exclusive Distributors Of

ALDON RUGS

R. RUDICK CO., INC.
3300 CLIPPER MILL ROAD
HOpkins 3186

ALDON RUGS

DON'T KNOW THEIR HEADS...
FROM A HOLE IN THE GROUND!

THE RUDICKS

ALDON RUGS

RUDY RUDICK CO., INC.
3300 CLIPPER MILL RD.
HOpkins 3186
BALTIMORE 11, MD.

Back and front of a typical 10" x 17" four fold self mailer, that plugged Aldon Rugs and Rudy and Harry.

Duplicates you'll admire!



Duplicates like these always rate an admiring glance. But, when you see the big, big number of beautiful copies you can get from an offset duplicator using COLITHO Paper Master Plates . . . man, then you'll really stare in amazement! Because, if you are not using COLITHO Paper Masters, then your offset duplicating work just isn't up to the high standards COLITHO can give you.

COLITHO is priceless to the direct mail advertiser who is seeking both quality and economy in his literature. Letters, sales bulletins, house organs and other promotional material reproduced from COLITHO Masters have the intense, sharp clarity of the original, free from smudges, finger marks and other blemishes. COLITHO Plates give you copies by the thousands, and the very first copy is good. That's a time and money saver. You can file COLITHO Masters just like letters and be ready to run off sparkling duplicates months later.

COLITHO Masters are paper, but what a paper! Special coating plus "Wet Strength" features exclusive with COLITHO, make them easy to handle and a cinch to prepare. Just type, draw or write. Changes?

Sure you can make 'em—right on the press, too, and you'll never see a blur on the copies!

Even if you do not have an offset duplicator, it may be advantageous to maintain complete control of your work. Prepare your own COLITHO Masters and send them out to a letter-shop for duplicating.

TRY COLITHO AT OUR EXPENSE! Mail the coupon below, with all the information on it, and we'll send you samples of COLITHO Masters and the name of your nearest supplier.

COLUMBIA RIBBON & CARBON MFG. CO., INC.
Main Office & Factory:
190 Herb Hill Road, Glen Cove, L. I., New York
New York Sales & Export: 58-64 West 40th Street
Branch Offices & Distributors in principal cities
Consult your local Telephone Classified Directory

Colitho PAPER

OFFSET MASTER PLATES

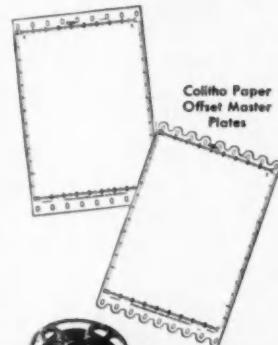
Make any offset duplicator a *better* duplicator

OKAY! SEND ME SAMPLES OF COLITHO MASTERS

R.3

Name _____	Title _____
Company _____	
Address _____	
City _____	State _____
Make of duplicator _____	Model _____
Plate size _____	Clamp Style _____

Colitho "Matched" Offset Supplies give you finer reproduction



Colitho Ribbons
Colitho Inks
Colitho Etch and Fountain Solution

Also Colitho Carbon Paper, Reservoir
Pens, Pencils, Erasers and Deletion Fluid

PENNY SAVER



Just what Sandy ordered.

The envelope that has all the outward appearances of a "first-class" envelope and yet saves you money on postage. This is just what the "Pennysaver" envelope does. It cuts your postage bills considerably, enabling you to get more for your advertising dollar.

When arranging your next mailing plan to send it the "Pennysaver" way. A "third-class" envelope that can be completely sealed giving the appearance of "first-class" mail. It will help materially in increasing your mailing returns. Try it and see for yourself.

S. Cupples
envelope co., inc.

60-Furman Street • Brooklyn 2, New York

SALES OFFICES: PHILADELPHIA • BOSTON • WASHINGTON

with the retailers . . . and presto . . . the magic advertising carpet started to work again . . .

. . . and the Rudicks were appointed exclusive distributors for . . . Aldon Rugs . . . one of the most respected names in America.

Two of the first four pieces of advertising have been mailed out. I would love to tell you the number of new accounts it has opened, but that must remain a "trade secret" for a while longer.

I can tell you, however, that the Rudick's are pushing the Aldon factory to deliver reorders and they have only had the line for two weeks.

There is increased activity among the Rudick's old customers. There is gratifying activity on the new customer front. It looks like we hit the right theme . . . when we decided on the humorous approach.

However, to make certain that the dignity of the respected name of Aldon Rugs would be maintained . . . we painstakingly planned the other side of this mailing piece . . . in the most dignified . . . the most beautiful . . . and the most attention-compelling announcements ever given any product in Maryland.

This is one of the funniest . . . and one of the happiest stories our agency has told in a long time. We hope you enjoyed it.

And now . . . I want to tell you a funny story about Mr. Samuel Aaronson and his life's savings.

Instead of keeping his money in an old sock . . . under a mattress . . . or in a big, strong bank . . . Little Sammy (as everyone calls him) bought a Baltimore cocktail lounge.

This spot . . . on the main drag . . . had been so ignored by Baltimoreans . . . that its volume toppled consistently.

Little Sammy bought it at low tide . . . and before the ink was dry on the contract . . . he came running to the Fox Advertising Company.

"Write me some ads . . . and make me rich."

With that, he left a check for the retainer fee and ran out the door.

Everyone in our agency and everyone who knows him, loves Little Sammy. He's the kind of a guy who would buy you a Scotch and soda with his last 55¢. With his "almost bald head" . . . he has the kind of face that gives you a feeling of superiority the minute you look at it.

You say to yourself . . . "if he looks like that . . . then I can't be so bad

looking after all."

So we went to work, and with rabbit's feet, four leaf clovers and an honest prayer, we hoped "we would come up with something" . . . that would make Little Sammy's venture a success.

We had two choices: a dignified campaign built around the Blue Mirror Cocktail Lounge . . . which is located on the most dignified street in Maryland . . .

. . . or a humorous campaign built around Little Sammy's puss.

Believing that the latter would get five times the attention of the former . . . we concluded that it would take twice as long and would cost twice as much money to do it other than humorous.

So . . . one week from now . . . we will introduce Little Sammy to the people of Baltimore.

We can't tell a thing about results. We're hoping for the best and will be delighted to give you an honest answer.



LET'S FACE IT!

Suppose you looked in the mirror . . . and saw a face like this . . . Heaven Forbid!

But suppose you looked in the Blue Mirror . . . on Charles Street . . . and saw this face . . . hot doggy . . . you'd have the time of your life.

It's Little Sammy . . . the most wonderful boy in Baltimore . . . who just bought the Blue Mirror . . . on Charles Street.

Watch for the gala reopening . . . on March 15th (the day of days).

if you are still interested after the opening.

And that brings me to two P. S.'s.

P. S. #1—Little Sammy didn't want to "bother us" about writing the sign which he was erecting outside the Blue Mirror. He showed us the copy he had written and sure enough, it had one of the worst mistakes it is possible for any new owner to make when he closes down for alterations.

His announcement read . . .

"CLOSED

Watch for reopening March 13th.
BLUE MIRROR"

(Continued on page 16)

"What's happened?
Our letters look
100% better lately"



"WE CHANGED TO
HAMMERMILL BOND,
MR. WRIGHT. THAT
PAPER MAKES ANY
TYPING CLEARER
AND SHARPER!"

The right paper can make all the difference in the vital first impression your business letters make. On Hammermill Bond's firm, snow-white surface both the typing itself and your printed letterhead stand out with new clarity and impressiveness.

Ask your printer—a specialist in paper.

He will tell you why this fine paper is standard with thousands of progressive firms. Prove it yourself. Send for the sample kit offered below. Compare Hammermill Bond with the paper you are now using.

Send now for new free Working Kit of Hammermill Bond . . . A real "show-how" portfolio . . . contains actual printed specimens to help you design a letterhead that will represent your firm properly . . . time-saving forms that cut down errors and waste. Send coupon for your FREE kit now.



HAMMERMILL BOND

Hammermill Paper Company, 1621 East Lake Road, Erie, Pennsylvania.
Please send me—FREE—the new Working Kit of Hammermill Bond.

Name _____
 Position _____

(Please attach to, or write on, your business letterhead)

TR-MAR

LOOK FOR THE WATERMARK . . . IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

New... a postage meter for everybody!

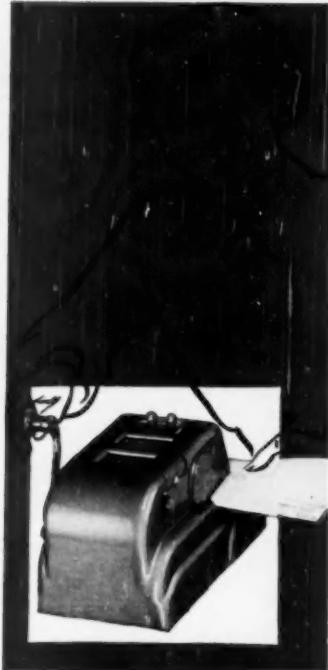
The new desk model meter gives even a one-desk office the convenience, economy and prestige of *metered mail*!

No larger than a dial phone... PB's new DM prints any value of postage—for any kind or class of mail—including parcel post! . . . also prints a dated postmark, and optional postmark ad.

All you do is dial your postage and press the lever. To seal envelope, slide flap through built-in moistener.

And your postage is completely protected from theft, loss, damage . . . is accounted for automatically!

The low-cost DM brings any business the postage meter's speed and convenience—plus the prestige of the modern meter stamp... Is ideal for use in branch offices... can handle mail in some home office departments that find it impractical to use the firm's central mailroom... is useful in executive offices for confidential mail, or getting out letters long after the mailroom may be closed! Phone or write for *free* illustrated booklet!



PITNEY-BOWES
Postage Meter

2019 Pacific St., Stamford, Conn.
World's largest makers of mailing machines
...offices in 93 cities in the U. S. and Canada.

That's wrong. Because the one word "CLOSED" . . . can cost an untold volume of business. People read too fast. And particularly since it is an outside sign, they may read the three words . . . "CLOSED . . . BLUE MIRROR."

We rewrote the sign, which now says . . .

**"GALA REOPENING
MARCH 15th**

Newly decorated, newly renovated,
newly remodelled
BLUE MIRROR"

P. S. # 2—Little Sammy wanted to reopen on Monday, March 13th, five weeks from the time he spoke to us.

We suggested that March 13th meant nothing to the people of Baltimore . . . but that March 15th was a date everyone would remember.

We could then tie in the Blue Mirror reopening . . . with income tax day . . . and make the reopening date one that was much easier to remember. The client agreed. So, if you are in Baltimore on March 15th, it will be a pleasure to treat you to a cocktail at the Blue Mirror in appreciation of your reading this article.

◆ **FOUR OLD FRIENDS** of this reporter passed away during the past month. Earle Pearson, for many years General Manager of the Advertising Federation of America, 330 West 42nd Street, New York 18, and well known for his staging of twenty-four national conventions, died on February 18th in Mount Kisco, New York.

W. A. (Bill) Meeks, executive secretary of the Newark, New Jersey Master Printers Association (formerly same job in Philadelphia) and active in all graphic arts circles, literally died with his boots on . . . in a bus returning from a New York Printers meeting on February 10th.

And on the same evening . . . Sheldon C. Collins, Vice President (production and advertising manager) of Rising Paper Company, Housatonic, Massachusetts died suddenly. Not much can be said about these losses. They are just hard to take.

At Asheville, North Carolina, on Saturday, February 25th, David Harry Ahrend passed away at the age of 77. He was the founder of the D. H. Ahrend Company, New York City and was possibly the first large scale lettershop operator in the United States.

more about dearless letters

There has been considerable controversy over the subject of "dearless letters". That is, dropping the ancient stereotyped forms of complimentary salutation (and even the closings).

Many conservative organizations are bound by tradition . . . and stick to it. Secretaries are still taught the conventional forms and they influence letter writing in many organizations.

But the "dearless" movement is growing. Much faster than ever before. Especially so . . . since the National Office Management Association approved a more modern form of letters, and since the Standard Rate & Data Service joined the campaign to eliminate "dear".

The *REPORTER*, and *this reporter*, receive many requests for more information on the subject, and for help in getting started.

Here is some of the advice we give:

A letter should approximate as closely as possible an oral conversation. Just be natural.

The first three or four words of your letter are, or should be, the most important. Take those first words (at proper breaking point) and add the name of person addressed. Then drop down to first paragraph, continuing the sentence without a cap.

Here are examples . . . taken from our run of mine correspondence:

Thank you very much, Mr. Smith,
for your valuable information . . . etc.

Your beautiful letter, Alice,
was just the kind of tonic needed on a
blue Monday, etc.

You are absolutely right, Mr. Jones,
in complaining about the delay, etc.

Thanks a million, Mr. Smith,

for your letter of June 12th.

Since receiving your letter, Mr. Kane,
we've tried to get the information you
want.

The clouds rolled away, Sam,
when your letter landed on my desk.

You have every right, Susan,

to complain about that mistake.

That problem of yours, Mr. Dickie,
shouldn't be too hard to solve.

This check, Mary,

in payment for your idea should at least
provide enough for another stunning hat.

The printer just phoned, Gene,
and said your reprints would be shipped
tomorrow.

Words seem so futile, Ellen,
when I try to tell you how sorry I am to
learn of your Mother's death.

In other words . . . every letter you write starts differently and has a "different" salutation.

There Are Certain Things To Avoid

1. Don't try to force this modern style down the throat of your own management. Wait until everybody concerned is thoroughly convinced. (You can try it out on friends and close business associates.) Don't force it on everyone you write to. If you are writing Bank Presidents or people you suspect of being stuffed shirts . . . use the "dear" (beloved) approach.

2. Avoid any tendency towards flippancy such as "Hi there, Mister Whosit".

3. Don't make the opening phrase more than three or four words long, if possible.

4. Steer clear of the negative approach, as for instance, "We're disappointed, Mr. Customer".

5. Don't include figures or numerals in the salutation.

6. Shun the use of quotations of any kind, like "It was 'swell' of you, Mr. Somebody".

7. Don't start the salutation with such expressions as "Good morning, Mr. Smith". (The letter may reach the recipient in the afternoon or evening.)

8. Avoid too much punctuation, as for example, "We, of the Jones Co., Mr. Brown".

9. Don't use slang expressions such as "You hit the jack pot, Mr. Lucky."

There may be other "don'ts" but we've given you enough guides to keep you out of trouble.

Plain common sense is always the wisest guide post to follow, rather than a strict adherence to any so called "set of rules."

I have observed many business organizations, during past years, adopting this modern form of letter writing. At first, their efforts were awkward (frozen) but soon all the letters became better and more natural. Dictators and secretaries alike began to realize the importance of the first few words and the conversational tone throughout. And what's more . . . many executives, using the new style for first time, were surprised at responses received.

Responses . . . adopting the same style.

And (don't forget) your closings can be just as natural as

Signing off for now (or)

More later (or)

Good luck to you (etc.)

NOW!

YOUR OWN MAILING LISTS can bring YOU EXTRA PROFITS!

Wouldn't Y O U be willing to receive CHECKS for several hundreds or thousands of dollars a year? These EXTRA PROFITS—for just running off empty envelopes (or stuffed mail) to your Mailing Lists for a few NON-COMPETING MOSELY VOLUME MAILER CLIENTS, acceptable to you, can be yours NOW and for years to come through

EXCLUSIVE REGISTRATION of FACTS about YOUR LISTS with MOSELY

now. (Amount received depends on nature size, responsiveness and rate.) We do all the equipment work for you, advise you right after you submit etc. EXTRA PROFITS in return for registering exclusively OVER 23,000 CHECKS ISSUED. RUSH full details about YOUR LISTS TODAY to

Dept. R-3-50

MOSELY SELECTIVE LIST SERVICE

Mail Order LIST Headquarters
38 NEWBURY STREET
BOSTON 16

"MOSELY sends the CHECKS"
—23,000 at 'em so far! Want one, too?

To All MASS MAILERS

We are offering for rent or outright sale the names of approximately 350,000 veterans who are receiving a monthly publication as a result of making a contribution.

We own these names as a result of a foreclosure, and our objective in renting or selling these names is to partly recover our loss.

The names are on "33 on" gummed labels which we addressed this past July from the original list (still in our possession). The labels can be had at \$3.00 per thousand to be used only for a one time mailing. If you wish to make additional mailings or sets of labels from these labels the price is \$5.00 per thousand.

This is a bona fide offer, and the names may be examined or tested in any way you see fit. We will allow you to have 3,000 of these names free of charge for a test mailing. Since we have the right by law to the names we can, of course, give you a clean bill of sale.

For further information phone or write

**CREATIVE MAILING
SERVICE, INC.**
24 South Grove St.
Freeport, L. I. Fr 5-2431

Seven Examples of Letter Styling

Study these specimens for ideas which may help to make all your letters look better. They were prepared by Mae Strutzenberg who supervises Reporter correspondence.

But be sure you start with a good letter-head and a well conditioned typewriter. Keep your typewriter clean and the ribbon fresh. Call the repairman when the type is out of line.



17 East 42nd Street, New York 7, N.Y. Telephone, Murray 2-7424

March 10 1950

Mr. Daniel Stone
The Stone, Deets Company
100 Fifth Avenue
Suite 3, New Jersey

Sometimes, Mr. Stone,

It is unnecessary to write a short letter. One of acknowledgment or thanks.

This form is good for such a letter. Provides a change of pace. But, no matter how short the letter, it should be courteous and neatly typed.

Courtesy and honesty of expression are appreciated by all.

Sincerely

Henry N. Stone, Jr./ls

REPORTER'S NOTE: If you want to use this styling in your office . . . send this spread to your photostat supplier and get the seven letters enlarged to standard 8½" x 11" size. Give photostats to your typists . . . indicating style or styles you prefer. Have



17 East 42nd Street, New York 7, N.Y. Telephone, Murray 2-7424

March 10 1950

Mr. Arnold Bates
Bates Transport Company
516 East President Street
Brooklyn 36, New York

Your secretary, Mr. Bates, probably learned this style of letter typography in school. Even if you didn't hear about dame letters, like our salutation above.

Most business letters are arranged this way . . . with first line of address, salutation, first line of date, then the body. There really isn't any reason for adhering to this form, other than it is customary. Other pleasing and acceptable styles are explained in accompanying illustrations.

Pleaseing appearance is gained by careful arrangement of margins, by neat typing and accurate spelling.

But a pleasing appearance alone will not put your letter across. If you are trying to induce your recipient to do something, use the simplest and easiest formulas for letter construction. It is - Picture, Picture, Picture, Picture.

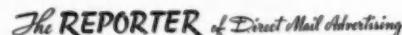
In the first paragraph, Mr., give a word picture of what your product or service or offer will do for recipient. Next, promise (by description) how you can fulfill that picture. Next, prove, by testimonials or specific examples, exactly how or why your offer will do what you say. Finally, give the writer action you want. Don't beat about the bush. Be specific. Tell recipient exactly what he should do and how.

Of course, short letters are desirable because people are busy. But if your letter is interesting, make it as long as necessary to cover the subject.

With long letters, it sometimes pays to make first page appear brief by using wider margins and fewer lines. Second page can be more crowded.

Never end first page with the end of a paragraph. Always jump to next page at end of an incomplete sentence, so that reader is carried over to the next page in order to see what is

L. B. Belding, Director of Sales and Information for Many Foundations With the Letters and Printed Materials



A MONTHLY DIGEST OF DIRECT MAIL IDEAS AND INFORMATION
17 EAST 42ND STREET • NEW YORK 17, N.Y. • 2-ANDERSON 1-6-0828

March 10 1950

Mr. Bay Ormond
The Bay Ormond Company, Inc.
1000 Parley
Rosedale, Vermont

This form, Mr. Ormond,

of typing a letter in the style most frequently used here at The Reporter. It can be used for long or short letters.

The first two or three words of your opening sentence can be used as the salutation, instead of the usual Dear or My dear Mr. Ormond. Of course, the good old fashioned virtues have no substitute in cleverness or wit. But, by changing your style of letter, you add a certain sparkle which attracts attention.

No letter should be too different. All letters are typed, or should be typed, so they are easy to read and attractive to the eye. The person receiving it should know where it starts and ends.

The spacing on each side of the letter should be given careful attention. An otherwise good letter can be spoiled by type that is either too close to the margin or too far from it. If type is too close to the margin, it appears too crowded. If it is too far from the margin, it appears too wide. Margins that are too high and too wide on the sheet are not pleasing to the eye.

Remember, the appearance of your letter is its introduction to the reader.

In your closing paragraphs, do not use those boring, staid, or re-gretting phrases. If you want to hear from the man again, simply ask him to let you hear from him. A direct request for an answer is more likely to get the result you want.

Henry N. Stone, Jr./ls

L. B. Belding, Director of Sales and Information for Many Foundations With the Letters and Printed Materials

The REPORTER of Direct Mail Advertising

A MONTHLY DIGEST OF DIRECT MAIL IDEAS AND INFORMATION
17 EAST 42nd STREET • NEW YORK 17, N.Y. • VANDERBILT 6-0888

March 10 1950

Mr. Robert Smith
Todd Canning Company
500 Pacific Drive
Seattle 1, Washington

Dear Mr. Smith,

The most customary style of letter construction is the indented first line of each paragraph, as we explained in first illustration.

Now: most customary style is blocked paragraphs. That is, all lines flush at left throughout entire letter. So need to illustrate it here except to show you a variation. The only thing different about the style in this illustration is ... the indented paragraph.

Bring out the important point in your indented paragraph. Or use it to answer the main question asked by correspondent. The mail order people use this device for holding attention.

No matter what style is used, your letter should be part of a pleasing overall picture of the letterhead. Don't place a short letter at top of sheet. Center it. Short paragraphs are always good.

The successful letter writer and his secretary pay attention to all those little details. The success or failure of a letter often depends on its appearance.

Letter layout is simply a matter of good taste and personal preference. There are no hard and fast rules. Don't get in a rut.

It often pays to change pace by having different letterheads ... but keeping a family resemblance. Short letters, particularly, can be on smaller sizes. You can change appearance by simply changing color of paper (in white or in beige). There are many devices for making your letters more attractive.

Henry Hobbs
H. L. Stettner
Business Manager

ML/1a

The Reporter of DIRECT MAIL ADVERTISING

17 East 42nd Street • New York 17, N.Y. • Telephone: Murray Hill 2-7424

March 10 1950

Your Answer

Mr. Henry Thompson
Thompson Company
Warren, Pennsylvania

Dear Mr. Thompson,

is an out of the ordinary method of carrying on general correspondence. It is used by the business of the Median Company, 60 East 12th Street, New York 17, N.Y.

The message is typed on left side of line, in triplicate.

Original and one copy are sent to person addressed. Extra copy kept in company files. Label is typed on end of letter. (If, for instance, your answer is short, why dictate? Enclose a copy with your Yes or No.)

Recipient answers the letter on right side of line of the copy and keeps original in his file.

As soon as answer is received, it is filed and the copy filed originally is torn up.

Saves space, time and effort. From all reports, is working out very satisfactorily. Most people like the all-around saving.

Good luck always

Henry Hobbs/ala
H. L. Stettner
Business Manager

Henry Hobbs/ala

A. Hendley, Magazine of Sales and Professional for Young Executives Who Use Letters and Printed Materials

The REPORTER of Direct Mail Advertising

17 EAST 42nd STREET • NEW YORK 17, N.Y. • VANDERBILT 6-0888

March 10 1950

Mr. Andrew H. Whitehall
Whitehall & Company, Inc.
12 South 12th Street
Baltimore 10, Maryland

Concerning Simplified Letters

The National Office Management Association, several years ago, passed a resolution endorsing the use of a simplified letter style. This is an example of it.

All lines flush at left ... even the date. No complimentary salutation or close. Subject of letter appears in place of usual salutation. Letters brief ... with all needless words eliminated.

This form is growing. It saves tremendous amount of time on parts of typists. But it is a little bit cold and may prefer other styles of "friendly" forms shown on this page.

No matter what style you use ... don't ruin an otherwise good letter with a lot of needless phrases in closing, such as: "Trusting to have the favor of a reply, I am etc."

These closings are outmoded. End your letter as you would a pleasant conversation.

Editor
The Reporter
Henry Hobbs

Henry Hobbs/ala

Always, always, always ... have your name typed either at place of signature or in place of dictator's initials. Many signatures are undecipherable.

The REPORTER of Direct Mail Advertising

A MONTHLY DIGEST OF DIRECT MAIL IDEAS AND INFORMATION

17 EAST 42nd STREET • NEW YORK 17, N.Y. • VANDERBILT 6-0888

March 10 1950

Mr. Walter A. Roberts
692 Arcadia
Johnsville, New York

This is a form, Mr. Roberts,

which emphasizes the hanging paragraph. We use it here for short letters.

There is sufficient white space throughout the letter to encourage easy reading. And we like to keep our letters just as short as possible. We know from some of the letters we receive that the time and effort saved in the preparation of time and effort is spent in dictating and typing needless words and phrases.

Most letters could be shortened and still tell a complete story. Remember, it takes a really good letter writer to dictate a short statement of facts and still give complete information.

It's a bad habit to ramble all over the page, talking about something which should be boiled down to about three or four paragraphs.

Isn't that the truth?

Henry Hobbs/ala
H. L. Stettner
Business Manager

P.S.
Little P.S. paragraphs are eye catchers. Use for a final punch or a summary in agreement with first interest-getting paragraph. Handwritten ones are O.K., too.

ML/Stritzenberg/la

all typists read copy ... for hints contained in it. Then watch appearance of your letters improve. Feel free to reproduce as many copies as you need for your own use.



THIS IS A DMAA BEST OF INDUSTRY AWARD WINNER FOR 1949

DIRECT MAIL HELPS DURENE ASSOCIATION OF AMERICA

by James M. Stewart, *Contributing Editor*

The fifth in our series of DMAA Best of Industry case histories tells about the direct mail efforts of the Durene Association of America at 350 Fifth Avenue, New York. Responsible for the creative work . . . is Association Executive Secretary A. C. Layton Newsom . . . and advertising agency Smith, Smalley and Tester. American Direct Mail Company handled addressing and mailing.

Although Durene Association won its Best of Industry prize under the industry classification of "Textile" . . . we'd better first explain its function as an association.

Durene Association of America is comprised of nine members who are the leading manufacturers of mercerized cotton yarns. In addition to their individual control of quality, they maintain through the Association an important control over all Durene cotton yarn sold to hosiery, garment and other manufacturers. They also control the quality of the finished product if it is authorized to bear the Durene label.

More than 400 manufacturers of finished garments who have been licensed to use the Durene trade-mark agree to put it only on products of good quality and workmanship. They know that Durene Association demands that the label be removed from any unsatisfactory merchandise.

The Durene yarn business (\$65 million a year) accounts for 85% of all the quality mercerized yarn manufactured.

The purpose of the Association's 1949 direct mail advertising campaign was to promote quality significance and promotional value of the identification, "Made of Durene Yarn" to manufacturers, wholesalers and retailers . . . and also to merchandise to the trade a current consumer advertising campaign of 15 full-color pages appearing in three leading general circulation magazines, and 125 pages of trade paper advertising.

Last year the direct mail campaign cost \$20,000.

The list Durene Association uses is composed of 5,600 names which include: 4,500 retailers and retail buying offices, 1,000 manufacturers and wholesalers and 100 miscellaneous names.

Each retail store on the list may have as many as 8 or 10 people receiving Durene's promotions. These often include the president, advertising manager, merchandising manager, training director, buyers of men's furnishings, hosiery, infant's wear, children's wear, and manager of boy's department and basement.

The retail list was limited to 4,500 for cost reasons . . . but Mr. Newsom rightly feels that since the small town shops follow the large sellers' ways, the main job is to sell Durene to the latter group.

In order to check all the names on Durene's list before the campaign started, a letter was mailed to each of the 650 stores' personnel directors asking them to look over the attached list of names and make whatever corrections were necessary. Returns were

unusual, to say the least. Durene got 80% cooperation . . . which was a very efficient and cheap job of cleaning their list.

The mail campaign started in January 1949 with a trade ad reprint and a filled-in letter of transmittal. Here's the letter:

Dear Mr. Jones,

The attached advertisement for Durene will appear in a number of retail trade magazines in January.

And it means exactly what it says. Durene does mean business in 1949—business for you; and big business, we trust.

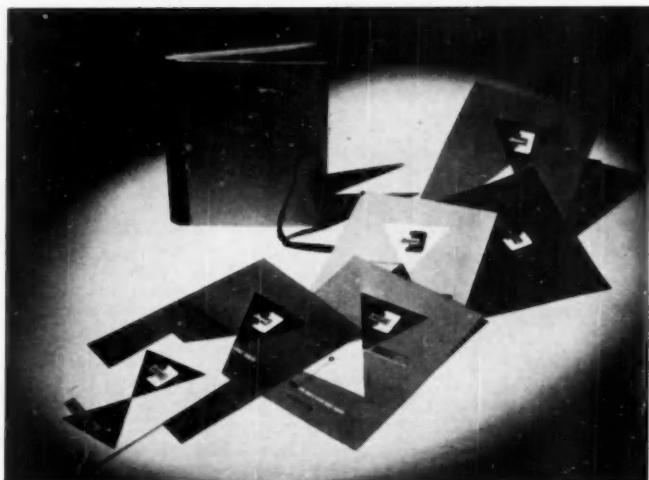
Every sales factor that has proved its worth for Durene has been notably strengthened for 1949 selling.

Quality control tests have been stepped up in keeping with the increasing volume of merchandise bearing Durene identification labels.

And the public, as you know, is now shopping for quality as it hasn't done for many years.

We believe that Durene is right in tune with this trend toward quality buying. And we intend not only to hold, but to strengthen our position.

Very truly yours,
A. C. Layton Newsom (signed)
Executive Secretary



In February they mailed a second trade advertisement and letter.

Promoting Consumer Ads

In March, Durene sent out an attractive, 11" by 14 1/4", full-color, three-fold broadside with the three full-page ads that were to appear in the consumer magazines inside. The transmittal letter tied-in the previous two mailings, and introduced this national campaign and offered counter cards and window displays. Results of the display offer were very satisfactory.

Shortly afterward, Durene Association sent out a 4 1/4" by 7 1/2", four and twelve-page editions of their new blue and black sales manual. The letter that accompanied the two books offered the recipient more copies for his staff. Within one month, mail requests for 27,000 manuals were received—equivalent to requests for a ten-month period of the previous year. And that's to a 5,600 mailing.

An elaborate 9 1/2" by 11", plastic-covered sales kit was mailed to Durene's list of clothing manufacturers. It carried the previously mentioned items plus five informative leaflets (see below) that give the Durene story from yarn to retail counter. A memo sheet inside the kit tells salesmen that the Durene Association will be glad to service all their requests for additional material for their retail customers. Good for the salesmen . . . and betters Durene's distribution at the same time. Results were very good.

Manufacturers also received a 22" x 34" sheet with reproductions of local store advertisement which mentioned the Durene label.

Shortly afterwards, a series of five, different-colored folders was mailed at intervals to Durene's entire mailing list . . . again with letters of explanation. Copy inside was brief . . . and to the point . . . telling the "Durene Story."

Results

The 1949 campaign was a grand success. Here's what happened:

1. The Association received 80 applications to use Durene identification on their products.
2. There was a 33 1/4% increase in use of label identification in ratio to yarn shipments.
3. More than twice as many requests for additional material were received than in any previous year.
4. There was a substantial increase in store newspaper advertising featuring the Durene name, not paid for by the Association.
5. And, finally, many letters of congratulations to the Durene Association for the fine job they did in promoting the Durene name.



I'm Jane Doe. There are about 40,000,000 of us in this country, and WE buy nearly 70% of all the goods and services sold each year. We're always interested in a good selling story WHEN IT'S TOLD TO US IN A FRIENDLY, DIRECT WAY.

DIRECT selling is the surest, fastest way to sell anything to anybody. The surest, fastest, and least expensive way to go **DIRECT** to **YOUR** prospects, is by Ponton's outstanding **GUIDE TO BUYERS** services . . .



PROSPECT LISTS—INDIVIDUALLY COMPILED.

You can't buy a stock, shelf-stale list from us. Every Ponton list is compiled for you exactly as you want it.



UP-TO-THE-MINUTE. The best and very latest sources are used in compiling each list, and these sources are kept revised right up-to-the-minute.



VERSATILITY UNEQUALLED. You can obtain Ponton lists on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.



TOP SPEED AND ACCURACY. You are guaranteed the utmost speed of service and deliverability of your mail—by the house with 64 years of list leadership.



UNLIMITED RESOURCES. 24,000 Classifications readily available. Any special lists promptly and efficiently compiled for you. Latin American lists a specialty!



CATALOG users and producers of direct mail are invited to write for Ponton's famous **LIST O' TRADES**, the most complete Mailing List Catalog published. Write Dept. R-1.



COMPLETE
MAILING
AND
ADDRESSING
FACILITIES
—

W. S. PONTON inc.
Lists
AT THE HEAD OF THE

EST. 1885
AGENTS
IN ALL THE
PRINCIPAL
CITIES

635 Avenue of the Americas, New York 11, N. Y.

Anyone Who Can Be Sold Can Be Sold By Mail

by John Sweet

One of the most interesting studies on the subject of selling subscriptions by mail has just been published by the Association of National Advertisers. They have done a monumental job of analysis which may well mark the beginning of a new era in magazine publishing—just as the organizing of the Audit Bureau of Circulations marked the beginning of a new era back in 1914.

Expressed very simply, the significance of this report to everybody in mail selling, in and out of publishing, is just this: If experience has shown that mail-sold circulation is productive of more intensive, higher grade readership than circulation obtained through other sales methods, this must also mean that in building any kind of a list of customers, those who buy by mail, with a minimum of personal sales pressure, are the most stable, the most satisfactory kind of customers to have.

This table shows that *United States News & World Report* has in every year since its beginning in 1940 sold between 84 per cent and 89 per cent of its subscriptions by mail.

In order to sell any product profitably by mail, it has to be the kind of product which is bought by the people on these lists. Most lists of mail order buyers contain a very high percentage of business names, even though the list isn't labeled as a business list. You and I know the outstanding successes in the field of mail selling have been made by people who are, in the main, engaged in selling to business and professional men (and women) either at their offices or at their homes.

The virtue of the method, of course, is that not only is circulation so built more desirable as far as the advertiser is concerned, but also that once a person has been sold through this low-pressure method, he can be recalled again and again at a fraction of the original cost. In other words, while selling circulation by mail is probably the most expensive

of all methods in terms of acquiring new circulation, it is in the long run the highest producer of net circulation profits for the publisher.

We are completely sold on the value of an "old friend." In our business we know that for every old customer lost, we have to spend from twenty to thirty times as much to replace that one customer as we would have spent in renewing the old subscription.

Incidentally, in 1946, when we started *World Report*, we enclosed some keyed subscription blanks with this "word of welcome" letter, telling the new subscriber that if he wished to pass them along to some of his friends, we'd like to have him do it—and we received back in subscription orders more than enough money to cover the entire cost of all of our acknowledgement letters.

The other letters were the best sales letters we could write—but they fell down in one respect—they did not let the subscriber know soon enough that we were talking to him as to an old friend. Our findings were that letting the customer know that you were talking to him as a customer in the very first paragraph upped our returns a

good 25 per cent over any of the other letters that were sent out.

Our introductory offer is 9 months for \$2.67. We've had a lot of arguments about that 67 cents, but every test we've made shows that we get better results at \$2.67 than we do at any other price over \$2—and the difference between \$2.67 and \$2 percentage-wise, is not big enough to make us switch over to the lower price.

When I was preparing this talk, I made a little list of questions here which are among those most frequently asked about our mail selling operation.

1. How big quantities do you use on list tests?—Our standard initial test quantity is 4,000. We don't always stick to that—we've mailed as few as 2,000 on a test and as many as 25,000. If the returns on the 4,000 mailing show well above average, we mail anywhere from 25,000 to 50,000. If they are just average, our next step would be to 10,000.

2. What months do you find are best?—If you would ask me to pick a single month, it probably would be January. Next would be February, October, September and November. We



John Sweet . . .

REPORTER'S NOTE: John H. Sweet, Vice President of United States News and World Report (Washington, D. C.) was featured speaker at February meeting of New York Hundred Million Club. (Meets in Town Hall Club first Thursday of every month.) What John said applies mostly to selling subscriptions by mail—but his theories and findings are also applicable to many other businesses. Sorry we don't have room for entire talk—but here are highlights. His subject was a paraphrasing of John Howie Wright's old slogan "Anything That Can Be Sold, Can Be Sold By Mail."

mail every month in the year—but we set aside the period May-June-July when returns are lowest for our copy and list tests.

3. Were your returns this last fall as good as they were a year ago?—The answer to that is—yes, almost exactly the same. With the optimism of all mail sellers, we think that returns are taking a slight turn upwards right now—that we hit the postwar low in the spring of 1949.

4. We notice in your mail selling you stress credit in the letter and don't mention cash with order until the last line of the order card. Why do you do this?—We do it because we find it increases returns to stress credit and that by offering four extra issues for cash, we still get 80 per cent cash and only 20 per cent credit.

5. What about printed or offset letters versus multigraphed?—We think this is pretty much a matter of personal choice—that if you take the time and trouble to make your offset or letter-press jobs look like multigraphed jobs, there is practically no difference in the returns. However, since 80 per cent of our subscribers are business people, we prefer multigraphed because it looks just that much more like what we are trying to imitate: a typewritten letter.

6. What about circular versus no circular?—Every test we've made indicates that a circular doesn't give us enough more orders to justify its cost. In some cases, it cuts returns. This would vary of course, with whether or not the people you are writing to are familiar with your firm or your product. If they are unfamiliar, then of course the circular should reduce costs. If your product is well and favorably known, however, the very enclosure of a circular tells the person at the other end that you are treating him as a stranger, and he probably won't pay as much attention to your letter, won't read it as quite so much of a friend-to-friend message.

Before we leave the question of circular versus no circular, I'd like to observe that this depends to a great extent on how much you are selling your *idea*, how much you are selling your product. In my opinion, it's always easier to sell an idea than it is to sell a product—there's so much less competition. Therefore, if your basic publishing idea is good enough, you probably get better results using a letter only.

7. Should I use a corner card on the envelope or no corner card?—This question was put to me the other day

(Continued on page 24)

**the NEW
REMINGTON**

CARBON RIBBON

Electri-economy

TYPEWRITER

cuts offset copy preparation time...

saves you money...

gives you real "repro" quality



It's like money from home—the way the savings pile up when you use this remarkable new typewriter on copy preparation for offset!

The new CARBON RIBBON Electri-economy Typewriter is tops for speed—completely electrified action assures utmost accuracy with maximum output. Typists take to it quickly with its exclusive "Speed Slope" Keyboard... feel right at home from the instant they touch the finger-fit keys!

It's ideal for either photographic or direct image offset process—gives you cameo clear, sharp copies.

Send the coupon now for a complete description of this new cost-saving aid to offset reproduction.

Copyright 1950 by Remington Rand Inc.

SAVES WORK

Electri-economy

SAVES MONEY

Make the Electri-economy Test in Your Office Today!

Remington Rand

THE FIRST NAME IN TYPEWRITERS

Remington Rand Inc., Department TE-65, 315 Fourth Ave., New York 10

Please rush me details on how to SPEED and SAVE with the Remington Rand Carbon Ribbon Electri-economy Typewriter.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

by a friend of mine in the mail selling business who had observed some of the larger mailers experimenting with mailing in plain envelopes. All I could do is to report to him that our tests indicated that we were better off with a corner card—but that this would probably vary with the product being sold and the company doing the selling.

8. Another frequently asked question is "Have you uncovered any good lists lately?"—With the return of the buyer's market and a normal amount of competition—when mail sellers have

to exercise some real ingenuity to keep their operations profitable—good lists are again being built—and a year or two from now there ought again to be some top quality lists available. We look for increased returns in the future not only because of this, but also because the marginal users of the mails are beginning to get squeezed out.

9. How much difference in pull is there between a good letter and an average letter?—As high as 75 per cent.

10. Can you use sample copies to sell subscriptions profitably?—Ordinarily

the sending of sample copies isn't really as good a promotional method as regular mail selling.

11. What, in your opinion, is the most important single element in the success of a mail selling campaign? Is it the list, the copy, the product, pricing or what?—In my opinion it's none of these. The one thing that can make or break any campaign is the planning—the figuring out of such things as how much a new customer is worth, the determining of the amount to mail and when to mail it. If the plan is right, it can make up for plenty of defects in list, copy, method of processing, pricing.

Bind this modern way
right in your own office or plant

Everyone likes GBC® plastic bindings...
even your treasurer!

The eye-catching color and smooth-turning pages of a GBC plastic-bound book command attention and win friends every time. A GBC plastic binding on your personalized sales presentations, reports, catalogs and other printed pieces gives you the prestige of custom styling at a cost that is counted in pennies.

With GBC's inexpensive new Table Model plastic binding equipment your girl can give you plastic-bound copies of any document in a matter of seconds. Every page, no matter how stiff, turns easily on the smooth polished plastic rings...lies perfectly flat.

U.S. and Foreign Patents have been applied for on GBC Binders and on GBC Binding Equipment



General Binding Corporation, Dept. R-3
808 W. Belmont Avenue
Chicago 14, Illinois

Send coupon for details and Special Trial Offer

General Binding Corporation, Dept. R-3
Without obligation, please send me Bulletin No. 2300
describing your new, low cost portable GBC plastic
binding equipment. Tell me how I can
try out this equipment in my own office.

NAME _____

CITY _____ ZONE _____ STATE _____

ADDRESS _____

THE REPORTER ON MICROFILM

The REPORTER OF DIRECT MAIL ADVERTISING, following the lead of many trade magazines, has entered into an agreement with University Microfilms, Ann Arbor, Michigan, to make available to libraries, monthly issues of the magazine in microfilm form.

One of the most pressing problems facing all types of libraries today is that of providing adequate space for a constant flood of periodical publications.

Microfilm makes it possible to produce and distribute copies of periodical literature on the basis of the entire yearly volume in a single roll, at a cost approximately equal to the cost of binding the same material in a conventional library binding.

Under the plan, the library keeps the printed issues unbound and circulates them in that form for from two to three years, which corresponds to the period of greatest use. When the paper copies begin to wear out or are not called for frequently, they are disposed of and the microfilm is substituted.

Sales are restricted to those subscribing to the paper edition, and the film copy is only distributed at the end of the volume year.

Inquiries concerning purchase of REPORTER copies should be directed to University Microfilms, 313 N. First Street, Ann Arbor, Michigan.

◆ JOE RUSSAKOFF'S campaign to help small business is beginning to bear fruit. A small dress shop out in the midwest area saw these articles and called in a counsellor. A monthly post-card campaign is now under way. First piece has been mailed. We are keeping our eyes on it, and will report later on results.

how all of us can help small business to advertise

by j. m. russakoff

REPORTER'S NOTE: Here's another in the series started by Joe Russakoff of Vanguard Advertising (New York) back in December 1949. Since then . . . reactions have been many and varied. But the idea is catching on. At several recent meetings, Joe has been referred to as "small business" Russakoff. We are interested in YOUR ideas on this subject. Send us case histories . . . or tell us how we can make this series more helpful in the months to come.

How can I begin to use advertising? What shall I do? What will I say? These are probably the first questions that come from heads of small business who are interested in increased sales effort.

These are the \$64 questions for all advertising, and our answers must be right or our efforts to help develop advertising volume from small business will be an embarrassing failure.

Since no two businesses are exactly alike, advertising that is recommended for one may not be at all effective for another very similar enterprise. For an important advertising objective is to reflect the personality or characteristics of a business while offering the customer benefits that are needed.

Nevertheless we shall try to make some general statements that can be applied to most small business operations, that can help their thinking, planning and utilizing of advertising, as a tool of selling.

In approaching the question of advertising, we should have a specific thought in mind. This can take the form of an idea, a service, an offer—something definable and clearly understood. What are you trying to put across, to whom, when, and at what cost? Then the answer to the question, *how* to achieve these objectives, is a relatively simple one, in fact, partially included in the answers to the first questions.

To sell standard brand products at cut prices, or with the hypo of a free

premium calls for no advertising genius. But to sell them at established market prices is something else again, that is where advertising can help the small business.

Let's take a neighborhood retail store as an illustration, since there are hundreds of thousands of them. Let's say it sells standard brand items, at standard prices. Can it attract trade via advertising? Before we worry about that we ought to know what are the chief reasons for the store's existence—what can it offer people in its trading area?

Is it convenience? Complete stocks? Better services to the public? Location? Selectivity of merchandise? Special sales? Cut prices? Nationally advertised brands? Superior values? Courteous personnel? Credit policies? In other words, what is there about this store to make it better or different from other stores?

In the answers to these questions, you have the start of a good advertising program for any store, big or little.

One of the hottest arguments in retail advertising has been, and probably always will be, on the question of "institutional" versus "sale" advertising. "Institutional" advertising is the type that features the store as a business establishment, without emphasis on the sale of a specific item at a stated price. "Sale" advertising is the kind that pitches hard for the sale of a product, usually with the price mentioned or played up if it is a special purchase or markdown.

Everything that can be said on this controversy has been said by more competent authorities, so we can add nothing new to help settle it. But the store operator has to decide for himself which course he wants to follow, or whether he may want to try both.

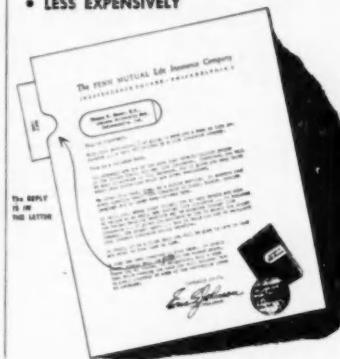
Many people in retailing feel that they cannot afford institutional copy

(Continued on page 26)

FROM
REPLY-O
LETTER to
THOSE WHO USE
DIRECT-MAIL
Regularly . . .

REPLY-O LETTERS

will do your selling job
• MORE EFFICIENTLY
• LESS EXPENSIVELY



NATIONAL ADVERTISERS SAY:

"Our Reply-O Letters produce between 18% and 32% replies. We have been able to trace \$13 million in business from an expenditure of \$37,000.00." *The Methiessan Alkali Works, Incorporated*

"Our Reply-O Letter topped all records . . . brought in the highest number of contract dollars ever pulled by any letter we have mailed . . . 700 inquiries, twice the number we have been able to draw by other forms of direct mail." *F. W. Dodge Corporation*

To save you time, send along the following information when you request samples.

Frequency of mailings.
Average size of mailings.
Type of list.

This information will enable us to answer your initial letter with helpful, understandable facts and figures.

REPLY-O PRODUCTS CO.

150 W. 22nd St. New York 11, N.Y.

How Good a Judge Are You?



Does Your Dictating Drive You?

Do you know that question for certain, we think you'll want to read our new and helpful booklet of that title. And we'd like to mail it to you—free—just for your imagination and your time.

Now, you may feel that your present dictating methods are perfectly satisfactory. But it's nonetheless a fact that many other business and professional men—men who previously were using machine dictating—have found that by switching to TIME-MASTER, they save time...accomplish greater money-savings...through a brand new dictating method.

This method is made possible by the revolutionary new TIME-MASTER, which makes use of an exclusive recording medium—the amazing plastic tape. This booklet can even be mailed in an ordinary envelope—no special envelope required. In a standard office, filling out forms, in short, these tape-film dictations are the most efficient way to produce a dictation tape...speed and economy which are unique in time and materials.

Take up less room on your desk than a small hamper...no light and compact you can carry it with you on trips or to your own home—TIME-MASTER is instantly ready to turn your thoughts into your exact words. And because of the unique recording medium, you can record with perfect clarity, there's no need to spell out confusing words...or specify the "for" phrase...as a result, retyping, or costly in time and materials, is virtually eliminated.

We doubt both you and your secretary are working under an increased burden these days. And if TIME-MASTER can lighten this load...if it can help you save time...and money...while doing so, don't you want to know about it?

Surly you have nothing to lose by looking over this 16-page booklet. We feel quite sure you'll not only profit from the reading, but enjoy the reading. And when you're through, just drop us a card—telling us you're checking and returning the enclosed card? If postage needed, we'll mail the booklet as soon as we're sure you personally will receive it.

Sincerely,

C. E. Wallenberg
Executive Vice President

dictaphone corporation • 620 Lexington Avenue, New York 17, N.Y.



We'll Mail To You—Free A Booklet Full Of Ideas For Saving More Salaries Time

We are planning to mail to you a 16-page illustrated booklet on the subject of saving time. But first—to make sure it reaches you promptly—will you help us by checking the correctness of your name and address on the card enclosed?

This booklet is being published so that every successful but overworked business and professional man will benefit from new methods that can help expedite his work and give him more time to himself. For being a stuffy study, this is a fast-moving, readable booklet illustrated by a cartoonist who obviously had a field day for himself.

It pokes fun at old fashioned methods of handling correspondence, mass and miscellaneous papers...shows how they are wasteful of time and money...and it can introduce to new methods that help to eliminate unnecessary and the writing down of ideas...and the saving of many hours on tedious detail. With the result that time is gained for greater accomplishment or much-needed leisure.

Any suggestions or ideas that might help you how to cut down on petty routine work...enable you to get ~~unnecessary~~ work done in less time and give you more time for every need for rest or relaxation...surely should be of interest to you. And if you like, we'll mail you a copy of this booklet not only helpful, but pleasant and amusing reading, too.

No cost or obligation is involved in asking for this booklet, but as that we may determine how many copies are needed, we'll you check and return the card again? We'll mail a copy to you right away.

Sincerely,

C. E. Wallenberg
Executive Vice President

dictaphone corporation • 620 Lexington Avenue, New York 17, N.Y.

How Good A Judge Are You?... Compare the letter on the left with the one on the right. Then guess percentage of return. In other words, which letter pulled best? Don't look now, but when you've made your guess, turn to page 33.

because its effects are not quickly seen or measured. Customer good will and solid reputation cannot be won and established except over a long period of time. Another important consideration is that good institutional copy is not easy to write unless you have a good basic idea or thought to start with.

This basic idea or theme, if you please, need not be a world-shaking slogan nor an award-winning visualization, it can be and most often is a simple, obvious, and easily grasped statement that helps to identify the store to its customers. This statement or idea should be geared to selling or service, if the advertising is to pay off. Institutional advertising, in the long run, can cost less than sale advertising, because it does not depend so much on drawing customers into the store to buy a specific item as it does on the lasting impression that "this is a good store to do business with because . . ." or "I like to do my buying there because . . ."

These remarks cover many stores which provide a definite service, or can talk about one. But there are probably many more stores whose problem is not so simple, where there is very little to talk about that would be different from what anyone else in the same neighborhood could say about his or her offerings or service.

Here is where the opportunity to build up the "personality" of the owner is presented, and the instances in which this is being done successfully are growing in number. Cleverness, wit, originality—these pay off handsomely in institutional advertising that centers around the personality of the boss.

Very often these inspirations are the outgrowth of the owner's imagination, and knowledge that humor and fun in advertising can sell goods, and they have incorporated this strategy in their copy. These people know they can kid themselves and their customers, and make it pay off.

The same inspiration in creating "character" or personality for a business can originate in the minds of ad-

vertising producers, who can cite many of the fabulous success stories that prove this type of advertising gets across quickly, and probably at low cost, compared to other approaches. We all remember the Smiling Irishman, Mad Man Muntz, Uncle Eph, etc. It is important to remember, too, that these characters have had much less advertising money back of them than is budgeted by our big national advertisers, whose copy is good but doesn't stay with the reader as long.

Small business is in an ideal position to make use of this kind of copy—if the owner is friendly and can take a joke—it should not be difficult to write copy that will amuse and still pack a sales punch. Many veterans in advertising will recall a tailor in Ohio who called himself a "clothes dictator," and joked about how he robbed his customers. He wrote such good copy that people begged to be on his mailing list, and he sold suits. You couldn't imagine General Motors or Standard Oil running copy of that kind. They don't have a single per-

sonality they could afford to be identified with and be committed to.

Advertising can be fun, and perhaps the little business will give us the outlet many of us don't find in serving larger enterprises. It's worth trying, both for us, and for these potential advertisers of tomorrow.

BAD TASTE

Seems like a lot of people have been irritated in the past month by the opening paragraph used by a large mail order operator. We will cover up the name for the time being, but will give you the copy:

Gentlemen:

Have you heard from our latest get-rich-quick "competitors"? You probably won't because these people never seem to last long. Each year someone (usually under Anglicized names) copies our proposition and dives in, only to disappear quickly after a few desperate strokes. The explanation is obvious and foregone—they can copy our ads, our letters, our plan, and everything else—but they can't begin to copy the value that you get from our long established multi-million operation.

Perhaps the writer did not mean exactly what some people have interpreted it to mean.

But in the long run, it doesn't pay to knock competitors or cast aspersions on nationalities or names. Jack Carr has had a life-long rule for his letters. He has always been careful not to say anything unkind about anyone's race, nationality, color or religion. It's a good rule.

We think the paragraph quoted above should be discontinued immediately. And incidentally, we are still getting plenty of kicks from readers against the "sameness" of so many mail order appeals. John A. Finley, assistant manager, The J. R. Watkins Company, Winona, Minnesota, recently sent us three separate pieces of mail he had received in one week from three entirely different kinds of businesses. The three letters appeared to be copied from some book or manual of tested letters. Same opening. Same corny tone throughout. John's question was: "What is happening to creative thinking?" It is a good question.

◆ ONE COMPANY close to Direct Mail (letters) is now on television. Dictaphone Corporation started weekly programs on January 23rd. "Manhattan Spotlight" will be televised each Monday night from 7:30 to 7:45 P.M. on Station WABD in New York.

DON'T WASTE MONEY

On Letter Mailings

To Your Top Level Lists

By using imitation letters when genuine individual typewritten letters produced on Hooven Automatic Typewriters will get the attention and action you desire.

To get by all the barriers and get priority attention in the morning mail, use a genuine type-written letter--produced the Hooven way.

To top level executives, to live prospects, to high income residential groups; in fact to any list where there is competition for attention, use the letter that commands attention and compels results--the individually typewritten Hoovenized letter.

Added Features: Personalized body fill-in of names, city, money or what you need. Carbon copies for files, follow-up or for salesmen or dealer.

Find out for yourself how little extra it costs to use response-compelling Hoovenized Letters.

Phone me at LExington 2-6162 or write
Horace H. Nahm

HOOVEN LETTERS INC.

352 FOURTH AVENUE, NEW YORK 10, N. Y.



Girl Operating a Battery
of Hooven Automatic Typewriters
at Hooven Letters, Inc.

The first (established 1917) and the largest plant in the world for the production of individually typewritten letters on Hooven Automatic Typewriters.

Also Complete Letter Service — Multigraphing, Nahmco Process Letters, Addressing, Mailing, Photo-Offset, Addressographing, Mimeographing, etc.

How Many DUDS Can You Afford?

Mailers are getting more and more finicky about the mailing lists they rent. Their budgets for mail-selling promotions are tighter. They're looking for better returns from test mailings—doing more shopping around among list brokers.

We think it's a good thing. Our business always seems to perk up when mailers put the pressure on. Probably because we offer them **people**, not mere **names**, in the lists we recommend. It makes us gluttons for work, to be sure. We're happy enough with the customer's payoff. How about you?

Write on your business letter-head for our descriptive folder "WHICH WILL YOU HAVE—NAMES OR PEOPLE?"



SPECIAL LIST BUREAU
DIVISION of DICKIE-RAYMOND
80 BROAD STREET, BOSTON 10

LETTERS...

Maybe it's old fashioned (though we doubt it) but, after thirty years, we're still specializing in the same thing . . . letters.

We Multigraph them . . .
clean and clear

We Process them . . .
for fill-ins

We Jotype them . . .
for better letters

We Auto-type them . . .
beauties, every one

And naturally, we've developed an accurate typing staff for matched addressing and filling-in. And the mailing department to get your work out in order—and on time.

THE ST. JOHN ASSOCIATES, INC.

Dependable Direct Mail Service

75 West 45th Street
LUXEMBURG 2-3344
New York 19, N. Y.

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING
ONE MAN'S OPINION

No, Henry, I am not mad at you for printing those lousy pictures of me without my permission. In fact I got a little thrill out of your statement that they were "specially posed." It gave the impression that I was a clever actor, and especially good at face makeup.

However, in view of the fact that I criticize false and misleading claims in advertising, I cannot, even to save my own face, allow that statement, even in editorial matter, to go uncensored. I admit I posed for the pictures but not with the captions in mind. The captions were born when I saw the first two I had taken for your promotional effort and the third from an old negative the photographer found in his file. They struck me as how I might look under the conditions described by the captions, and I sincerely hope that the good readers of **THE REPORTER** will not hold those pictures in mind as they read my stuff.

The real reason you did not receive anything from me for your February issue was because I was too busy looking into the future to attend to present duties.

With 49 years of the century now in the past, scientists and prognosticators are making long range predictions of what this old world will be like come 2000. I am not a scientist but I like to play around with my crystal ball. In it, however, I cannot see far beyond 1960 and you might put this in your tickler file to come up at that date:

First, I don't think there is need for any fear that we will have socialized medicine. My crystal ball tells me that by 1960, or even before there will be no *practicing* physicians. There will be some doctors, but they will not be dependent upon either the public or the government for fees. Their sole job will be research work for advertisers and recommending remedies for all known ailments. They will still, of course, hang onto their white coats and stethoscopes to prove photographically that they are bona fide doctors.

There will, however, be a few dentists in actual practice to repair or replace dentures for oldsters who lost

their teeth due to decay before the discovery of ammoniated tooth powders, paste and chewing gum.

Full time of eminent nose and throat specialists will be devoted to inhaling cigarette smoke and recommending the fags that are not only non-irritating, but prevent any nose or throat infection.

Skin doctors will have discovered *all* of the areas of the skin that emit odors. Up to now they have discovered 13. While the public has not been informed as to the exact location of these areas, their locations have undoubtedly been divulged to Lever Bros.

By 1960 the makers of Palmolive soap will have found an ingredient that will bring a lovelier complexion to that now remaining one out of 3 women whose skin has not responded to the 14-day treatment.

In my crystal ball things look a bit black for the textile industry. With "1960 Rinso" making white clothes whiter than new and washable colors brighter than new, it is quite safe to predict that 1960 Rinso will be making clothes period.

I know that you do not have space in **THE REPORTER** to record all of my predictions but I would like to record just this one more:

By 1960 or possibly before, automobile people will have fully emerged from the depth to which they sank during the period of shortages and easy money. They are already advising the public that cars are available and offering demonstrations and are announcing price reductions, but few have yet informed the public from what to what. My crystal ball is a bit cloudy on this but I would say that before 1960—say by 1955, barring another war—automobile manufacturers and dealers will carry prices of various models in their advertising.

And, I wish I could make the prediction that advertisers in other lines will be doing the same. It would not only prove a real help to prospective buyers but would, in many cases, make advertising more effective.

I don't know whether the old fundamentals—Attention, Interest, Desire and Action—are still being taught. If so, it strikes me that the instructors

should stress the fact that there is a wide gap between the last two and that information as to price is an important factor in filling it.

While my research on this subject has been confined to a one-man sample, my findings have been that advertising can be loaded with attention, interest and desire but if it doesn't carry a price, a toss in the wastebasket is often the only action that results.

I fully realize that advertising cannot carry prices in all cases but a lot of it that reaches the wastebasket of my research samples could.

While I see nothing in my crystal ball on this subject, I am hoping that users of direct mail will give that medium a break by using that gap between "desire" and "action" for price information. Maybe *THE REPORTER* could do a bit of educating along this line.

Before I write "30" to this piece I would like to mention something else my crystal ball has not revealed.

Possibly you have read in the newspapers about one Dr. Russell W. Brain of London, who is a specialist in the human organ that bears his name. He has reached the conclusion that great authors are sometimes at least slightly off the beam. In an article in *British Medical Journal*, the brain specialist lists some of the writers who have shown mental aberrations, among them being Boswell, Bunyan, Dickens, Johnson, Lamb, Ruskin, Shelley and Tennyson. Some of these writers, the good doctor has decided, were insane in the sense that today they could be certified as such and put into institutions. Others, while not ready for the asylum, he classified as maniac depressives, alcoholics, drug addicts, schizophrenics (Split Personalities) or just plain garden variety of psychopaths.

It would be interesting to look into the future—say 100 years—and learn what conclusions the brain specialists will reach with respect to the mentality of some of the present day writers—especially those who write radio commercials. But, maybe it is better for our peace of mind that we don't know the pity future generations of brain specialists will have for the present living public.

"Buzz" Benton's wife, over in Bernardsville, New Jersey received a poorly mimeographed post card from the Fisk Industries of New York City. It read: Dear Customer: I am pleased to inform you that your name was picked to receive our regular \$4.49 photo brooch FREE. Kindly send your favorite picture and enclose 50¢ to cover handling, postage, etc. Is this some new form of selling, or what?

*Your Weddings and Bristols
should be Right*

MAKE SURE with RISING

For a perfect union of color, texture, and surface—and a long, happy association with your customers, rely on Rising Weddings and Bristols! Good printers will confirm that the finest in wedding papers are

Rising

**WINSTED • HILSDALE
PLATINUM**

... in a wide range of sizes, weights, and finishes . . . for every engraving and printing process that requires quality reproduction.



WHEN YOU WANT TO KNOW... GO TO AN EXPERT!

*Rising
Papers*

Rising Papers

ASK YOUR PRINTER... HE KNOWS PAPER!

Rising Paper Company, Hingham, Mass.

Hardly ever before have
so many lists gotten so
much business for so many
accounts.

Industrial List Bureau

45 ASTOR PLACE GRamercy 5-3350 NEW YORK 3, N. Y.



Have 'em Lithographed because you'll get a beautiful job in record-breaking time.

Have 'em Lithographed by Peerless because we're equipped to handle any kind of lithographing job—large or small—one or multiple colors on high-speed presses. Write or phone next time you need GOOD printing QUICK.

PEERLESS LITHOGRAPHING CO.
4305 W. DIVERSEY AVENUE Dept. 43 CHICAGO 39, ILLINOIS

**Sure!
LETTERHEADS
too! Only
\$2.45 per 1000
In 100,000 lots
FREE SAMPLES
WRITE**

"Q. Is there anything that users of third-class can do to help on distribution?"

"A. The greatest advantage we could get from circular mail, mailed in large quantities, would be if the mailer would make it up in direct bundles for each destination. And we tried that by giving this low bulk-rate mailing on third-class mail. Now I am advocating that they pay 2¢ on circular mail. That's not an amount that will even meet the cost, because it costs about 2.6¢ to handle every piece. But we can do a better job and save money if they just hand the mail to us and quit trying to make it up in a haphazard fashion, and it would be cheaper for the mailer too, because he can't hire people to do that at low salaries."

"Q. How about the larger users of circular mail—shouldn't they continue to make it up in bundles?"

"A. They're supposed to, but they don't all do it. It does help a great deal if it is done properly."

"Q. Do you think we're going to get legislature in this session on rates?"

"A. Yes, I think so."

This bill is not everything that I consider desirable at all, but it is a step in the right direction.

"Q. Would there probably be a request next year for another increase?"

"A. Yes. In view of the increased cost in the postal service, further action is necessary. I must protect the integrity of the postal service and prevent it from being subjected to attacks of the public for deficits over which I have no control."

You'll note in these columns a reproduction of an advance proof of the new Form 3547 which will be distributed to Post Offices in the near future. Take a good look at it . . . if the Bill to increase Rates becomes law, it may become obsolete as the well-known Dodo kind. At least that's our opinion of what might very well happen when the rate for Form 3547 is increased 15% from 2¢ to 5¢ each.

Another thing about Form 3547 we'd like to pass on to you . . . There have been quite a few complaints about postal clerk's carelessness in filling out the present forms . . . so in answer to a letter from us, Deputy Assistant Postmaster General Nelson B. Wentzel says:

"Obviously, a corrective action is necessary and instructions on the subject will be promptly published in the Postal Bulletin. It is hoped that this will help to improve the situation."

... "And about time" is all we can say when we see that Representative Robert Hale of Maine has introduced H.R.7130, a Bill that would make it a crime to send unsolicited merchandise through the mails in hopes the recipient will pay rather than send the article back.

Long ago the Post Office Department ruled that the recipient, in such a case, was under no obligation to pay for such merchandise if he had not ordered it. But Mr. Hale said that the follow-up letters seeking payment are a "nuisance."

Mr. Hale's Bill would amend title 18 of the United States Code to provide that "every article of merchandise which is deposited for mailing and delivery to any person for the purpose, or with the expectation, of inducing such person or any other person to purchase it, if such mailing or delivery has not been requested in advance, is non-mailable and shall not be carried by the mails or delivered by any postmaster, letter carrier, or other employee of the postal service."

We understand that the Post Office Department supports this measure.

Special note about Public Law 363 that requires sellers of cigarettes by mail to file lists of names of customers with tax collectors of States in which they (the customers) live:

A company at Havre de Grace, Md., is continuing to fill out-of-state orders for cigarettes despite the law, and it's all legal. The Globe Mail Order Company advises in its literature that all the customer need do is appoint the Purchasers' Agency, Inc. of Havre de Grace as the customer's "agent" for purchases in Maryland.

WILLIAM FEATHER and HOUSE ORGANS

THIS MONTHLY syndicated house organ service was established 34 years ago. Our publications are outstanding in reader-interest and in profitable returns to users.

If interested, ask to be put on the mailing list of *The William Feather Magazine* so that you may become familiar with our service.

THE WILLIAM FEATHER COMPANY
812 HURON ROAD
CLEVELAND 15, OHIO

MEDICAL ADDRESSING SERVICE

We maintain a complete mailing list of all practicing physicians arranged by states and cities and by specialty groups. Addressing charges are low. 100% post office delivery is guaranteed on mailings made from our list. Orders are handled within a few days. Write for detailed counts and prices.

- Accuracy guaranteed
- Low cost addressing
- Write for counts and prices
- 72-hour service
- Clean address imprints

Fisher-Stevens Service,
Inc.

345 Hudson Street
New York 14, N. Y.

*don't leave it
to chance . . .*

The choice of a mailing list should be no more governed by chance than the careful preparation of your mailing piece.

We have long supplied mailing lists tailored to the product . . . lists of consumers who are interested in purchases through the mails.

willie MADDERN, inc.

LIST BROKER

215 Fourth Ave.
New York 3, N. Y.
Oregon 7-4747

LET THIS . . .



Guide you to better Direct Mail

This orderly, thorough, down-to-earth year-long study program in all the ramifications of a **VERY BIG** subject . . . will help you to avoid the pitfalls and to increase the power of your Direct Mail. (Entire Cost . . . \$115) Send for my twenty page prospectus.

Write personally to
HENRY HOKE
12 East 42nd Street, New York 17, N. Y.

Sell by Mail?

Add sparkle to ads with LIFE-like photos, 100 new, timely sales ideas monthly. Used by biggest advertisers. Nothing like them anywhere. Write for **FREE** prospectus #41.

EYE* CATCHERS
10 E. 38 ST. N.Y.C. 16



Streets are being renamed and houses renumbered in Gadsden, Ala.

Get copies of the official list of changes (50 to 70% change), giving the old address, new address and occupant's name from the

GADSDEN LETTER SHOP

512 Chestnut Street
Gadsden, Alabama

\$15.00 FOR THE COMPLETE LIST.

ENVELOPES

Best Grade 24 lb. White Wave

5000 ± 61 (3½ x 5½) Ptd. Blk. Ink c/c @ \$2.75/m
5000 ± 10 (4 x 9½) Ptd. Blk. Ink c/c @ \$4.00/m

ATOMIC ENVELOPE CO.
108 W. 17th St., N. Y. 3, N. Y. AL 5-2425

HOW TO SUCCEED IN ADVERTISING!

1. **TALK LOUD.** This proves that you are a person of force and character, and that you must be right. (Note: if it happens that you and another person both start to talk at the same moment, the proper technique is to keep raising your voice progressively until you have drowned him out.)

2. **TALK FAST.** If you talk fast enough the other person will be unable to detect the flaws in your argument, at least until after you have gone. It also makes you look as if you had much of importance to say.

3. **INTERRUPTIONS.** It is a good practice to interrupt the other person at least once every other sentence. This breaks up his train of thought and puts him at a disadvantage. Sticklers for form sometimes preface the interruptions with the words, "Do you mind if I interrupt you for a moment?" Under no circumstances, however, should you wait for an answer to this question—barge right ahead.

4. **PATTER.** Nothing lends so much authority to a discourse as a liberal sprinkling of technical terms. Phrases such as "panel type test," "market saturation," and "psychological impact" should be memorized and used whenever possible.

5. **AGGRESSIVENESS.** This means putting the other fellow on the defensive. The easiest way of doing this is to ask him a meaningless question, or drop a hint that he is not as much on his toes as he might be. This is important because, otherwise, he may notice and call attention to your own shortcomings.

6. **IF YOU ARE A COPY-WRITER.** Always build the advertisement around a baby, a puppy, or a pretty girl. This is surefire, and relieves you of the unpleasant necessity of thinking.

7. **IF YOU ARE AN ACCOUNT MAN.** Never cheer for a piece of copy before presentation. This makes it too easy to present. Sound procedure is to stare at it, stony-faced, for five minutes and then burst into tears. A glowing report subsequently can suggest what a superb job of selling you have done.

8. **IF A GOOD IDEA.** is brought forward which you did not happen to think of, it should be attacked at once. Considerable ingenuity may be required to kill it, but this serves to sharpen your wits.

9. **TELEPHONING.** When calling someone, have your secretary put in the call, then keep the other person waiting for several minutes after he is on the line. This impresses him with your general inaccessibility and importance. If you have no secretary, get the operator to put in the call and then go to lunch.

10. **ENGAGEMENTS.** Never accept the first hour or day suggested for an appointment. Be sure to page through your engagement pad until you find an open spot. This indicates that you are working hard and are loaded down with responsibility.

11. **CONFERENCES.** Never sit in on a conference without saying something. If no idea occurs to you which makes any particular sense, you should seize the first opportunity to change the subject, or arrange with somebody to pull you out of the meeting for a long distance call.


THE
100,000
SELECTED OWNERS OF U. S. PLEASURE
CRAFT AND PRIVATE PLANES

All-Male Purchasing Power Luxury
Travel Adventure Technical

Entire list completely circularized every
60 days by our own publications. 97%
address accuracy guaranteed.

LISTS THAT PAY OFF. SEE YOUR BROKER
BOAT & EQUIPMENT NEWS
224 East 41st Street, New York 17, N. Y.
AIRCRAFT & EQUIPMENT NEWS

I'M A DOLLAR AND CENTS BABY!!!

My name is **NEW** and I've joined over
200,000 other **NEW BABIES** listed with
NBBR each month.

My folks are wonderful prospects for
any firm with a Product or Service for
me or my Mom.

So, if you're smart Mr. Businessman,
you will get in touch with NBBR and
take advantage of my terrific **SALES**
potential.


National
BIRTH RECORDS CO.
NEW BIRTH LISTS MU 3-9518
D-RI 31 E. 27th ST. NEW YORK 16, N.Y.



Use my fresh eye!

Let it help you discover new
stopper headlines for your
story—improve the pull of your
mailings. Send for case history
folder—and examples of my work,
including high readership S.E.P.
page appearing in "Best National
Advertising of the Year." Among
direct mail clients served: Parents
Magazine, Good Housekeeping,
Doway Sporting Goods, Benton & Bowles, Inc.,
Harper's, Field & Stream, Schwab & Beatty, Inc.,
etc. Send me your layout and copy problem for
suggestions, including new-idea-visual. When
your mailings call for a change of pace, call
GAYLORD JOHNSON, Oregon 7-5100
55 East 10th Street, New York 3, New York

MAILING LISTS

1500 DIFFERENT CATEGORIES

Airplane Owners	Manufacturers
Business Execs.	Neighborhood Lists
Clerks	Planes
Career Girls	Purchasing Agents
Contributors	Professional People
Clubs & Members	Retellers
Factory Workers	Sportsmen
Farmers	Stockholders
Govt. Workers	Television Owners
Home Owners	Veterans
Mail Order Buyers	Wealthy Men, Women

Write on your business letterhead
for FREE catalog.

DUNHILL INTERNATIONAL
LIST CO., Inc.
365 Fifth Ave., N. Y. 17, PLaza 3-0533
Washington, D. C. Office
1830 Jefferson Place, Republic 4111
N. Y. Teletype No. NY 1-5877
Washington Teletype No. Wash.—WA73

12. **PAPERS.** When a paper comes to your desk with which you don't know what to do, the best practice is to scribble on it, "Would like your reactions," and send it to someone else. There is a better than even chance that you will never see it again.

The above should give some of you a laugh . . . which it did *this reporter* when he appeared before the Advertising and Selling class of the New York Advertising Club on February 6th. The copy appeared on a mimeographed sheet handed to the students . . . but we don't know who wrote it.

WHICH LETTER PULLED BEST?

If you haven't seen the two letters on page 26, do so before reading any further.

Mr. A. Donald Brice, Advertising Manager of the Dictaphone Corporation recently made an interesting test. Mailed five different letters to five lots of 1,000 executives. We didn't have room for all five. Percentages varied from 1.3% to 6.4%.

Letter shown on lefthand page—pulled the 1.3%. Letter shown on righthand page—brought in 4.4%. We didn't want to show you the 6.4% specimen because it had a one line personalized fill-in, although its tone was something similar to the 4.4% effort.

This should not have fooled any of you . . . for the test simply confirms what a lot of us have known for a long time about "inquiry seeking" letters—or letters with the primary purpose of obtaining requests for a booklet.

Others have found the same results. If you tell too much about the product described in the offered booklet, you automatically weed out those who have a closed mind against the product. What you really want to sell is . . . a desire for the booklet. Nothing else. The 1.3% letter went into too many details about the machine. The 4.4% letter did not mention the machine.

Anyone else have similar "which worked best" tests?

GADGET LETTER FOR RELIGION

This is the first time we have seen a gadget device used for promoting attendance at religious services. There

was a die-cut slot at the bottom of the letterhead of The Young People's Fellowship of The Church of the Open Door, 5455 Old York Road, Philadelphia. Inserted in the slot was a die-cut colored fish. Tipped to the top left of the letterhead was part of a fishing line, which ran diagonally across the letter down to a fish hook which was tipped beside the signature on the letter. Here is copy of letter:

*"A Jubilee shall that fiftieth year be unto you."
Leviticus 25:11*

We had 58 young people on our hook last Sunday night, Henry.

But we missed you.

Aren't we serving the right bait?

Or was it just one of those nights that you just couldn't make it.

We don't know.

Whatever the reason, we want you to know we missed you.

And we value your presence.

Hook onto our line for these February Treasures:

February 17—Friday—7:45 P.M.

CUPID Party—Sunday School Auditorium

February 18—Saturday nite

Helping Hand Mission

February 19—Sunday—6:30 P.M.

China Pioneer (A Missionary Drama)

9:00 P.M.—Business Meeting

February 26—Sunday—6:15 P.M.

Portraits in Music

Yours for a bigger ripple in the sea of Christian Fellowship,

In His Matchless Name,

(signed)

SALEM KIRKAN, President

Maybe that's not a bad idea for religious promotion. A little friendly humor . . . particularly to the young folks.

MORE ABOUT READING NAMES AND FILING

Dear Mr. Hoke:

Your November REPORTER was enjoyed immensely especially because two articles came close to home.

Living in Plainfield we have been receiving in the Bell Telephone's very smart bill enclosures for a long time, and they really make receiving an invoice pleasant.

The article by George Dugdale on filing was especially interesting because "Uncle" George was my teacher when I first came into direct mail field in 1945. His guidance and advice have been invaluable and I know I had one of the finest teachers available.

However, I'm surprised he stopped short in his advice for filing cards by

(Continued on page 34)

MYSTERY OF EARLIEST COMMUNI- CATION NOW BROUGHT TO LIGHT

**Knotty problem, faced by Man
in pre-Gray era, is unravelled**

NEW YORK:—Like most people, we shy away from tying a string on our finger for remembrance. Yet sometimes, leaving the office with a dozen lunch-time errands to remember, we feel we ought to adopt the habit. Of course, the first time Man tied knots in a string, he had a much more significant purpose in mind. In prehistoric times, some wise old codger, planning a hunting trip with his buddies, left with his tribe a string that carried a knot for each day he would be away. Then, his womenfolk could count off the days to his return and have something on the fire to welcome him.

From this earliest use in recording time, the knotted string became a means of carrying more complex messages . . . a call for aid in battle or perhaps an invitation to a feast.

Luckily for civilization, Man didn't stop there, but began to make marks on tablets of stone and clay to record his thoughts. And from his earliest pictures and symbols grew the world's most dramatic and powerful force . . . the art of writing.

Today you can hitch up writing with the speedy, efficient production facilities at the Gray plant, and you've got an asset no business can be without . . . business-building direct advertising. Gray can help you at every step of production:—multigraphing, offset, printing, folding, binding, collating, imprinting, stitching, inserting, addressing, mailing—anything that puts profitable direct advertising into the mails for you.

Modern equipment, backed by more than thirty years of experience enables Gray to give top quality performance at low cost. Call Gray for production wise assistance on your next direct advertising or dealer help campaign. And, for a free copy of "Lyrical Linage," versified highlights of advertising, write or phone James Gray, Inc., 216 East 45th Street, New York 17—Murray Hill 2-9000. Ask for Mack Beresford, veep in charge of sales.

(Advertisement)

MAIL \$100

FOR \$1,000 WORTH OF IDEAS

Subscriber writes—

We have made a single paragraph well worth over \$1,000 to us.

A FEW SAMPLE FEATURES

- LIVE TURTLE MAILING (To jobbers, salesmen)
- COLLECT 7 OUT OF 10 BAD BILLS
- SMALL SPACE IDEAS Exclusive
- 12 PROVED WAYS TO READEXHIPS
- WHAT IS A BASIC IDEA?
- MERCHANDISING WITH GADGETS
- THE MAGIC OF WORDS And how to create
- TALKING ENVELOPES
- FACTS OF LIFE ABOUT DIRECT MAIL
- 2x MINIATURE DISPLAYS
- EDITORIAL STYLE ADS Columns, etc.
- ETC., ETC.

Advertising Ideas

RED MERCHANDISING NEWS LETTER

107 West 43 St., N. Y. 18

When you
need
**RECENT
BIRTH
LISTS**

Remember
WM. F. RUPERT
Compiler of NATIONAL
BIRTH LISTS EXCLUSIVELY
for the past fifty years.
90 Fifth Ave., New York 11
OR 5-3523

EXCLUSIVELY Ours...
for **OUTSTANDING Results**
MAILING LISTS
for Discriminating Mailers

Need a Select List? Want
To Rent Your Own List?
The Wise mailer is turning to
World Wide

WORLD WIDE List Co.
LIST BROKERS
47 W. 56th St., N. Y. C. PL 7-3359

Every Face Is A Prospect. We Have the Name.

We also have

50 MILLION MAIL ORDER BUYERS
Classified by Specific Item Purchased

Archer Mailing List Service

140 W. 55th St. New York 19, N. Y.
JUdson 6-3768

states. He taught me to break this file down even more so by dividing these state cards into 26 groups—A through Z for cities. Then behind each letter of the alphabet (for miscellaneous cities in that state) the customer names are in alphabetical order.

For instance, behind Alabama, our first division is cities starting with A, such as:

Mr. Van Austin
Athens
Mrs. G. W. Black
Andalusia
Mr. B. M. Bryars
Atmore
Mr. H. M. Bunch
Anniston
Mr. Wm. E. Davis
Aliceville

In this way you really have only 1/26th of 1/48th cards to look through for a name. We average about 35 cards behind a city's divider. For any cities containing 10 or more customer cards a separate divider is made up and placed in front of the city's (miscellaneous) divider, such as Birmingham before the "B" (miscellaneous).

Unless a card is inadvertently filed behind the wrong city's letter divider, it is possible to find the card regardless of how badly the name is misspelled. You can always figure out the city on an order through the aid of the postmark on the envelope or the Postal Guide, which will put your card behind the right place in your file.

Another wonderful feature of filing geographically instead of alphabetically is that if a customer sends in her first order as Mrs. John Smith and the next time as Mrs. Elizabeth Smith, there's absolutely no trouble in finding her original card because 99 times out of 100 you have but one or two Smiths behind a city's divider.

In our file of 16,000 customer cards our largest group is 500 cards for New York City, and in checking this I find we have no Jones, 3 Smiths and 5 Browns in this city. Therefore, in looking for Mrs. Elizabeth Smith, it's a simple matter to glance at three cards to see if one of them contains the same address as that on the new order. But it wouldn't be so easy if we kept our file in alphabetical order and had to look through the 403 cards we have for Smiths.

However, despite this efficient system of filing, accuracy in spelling a cus-

tomer's name is still very, very important.

Sincerely yours,
Anne Smith (signed)
Direct Sales Manager
Purity Cross Products
Plainfield, New Jersey

REPORTER'S NOTE: Thanks Anne Smith for your interesting letter. You and George Duggdale should be available at the next DMAA Conference to give advice to the folks who have reading and filing problems.

ANOTHER CONVERT

Gentlemen:

Your comment on our little direct mail campaign for Schrafft's Alexandria Room brought blushes to our collective brow.

Somewhere in the preparation of the letter you wrote about, we lost the 'phone number. You are so right, and we are adding the number to any future letters that go out.

HENRIETTA H. GUNSTEN
Frank G. Shattuck Company
58 West 23rd Street
New York 10, N. Y.

REPORTER'S NOTE: Thanks for taking our criticism in such good spirit. Also, thanks for having your full name typed at the bottom of your letter so we can at last decipher your unique signature.

◆ A VOLUNTEER COMMITTEE composed of direct mail advertising executives has been formed to assist the U. S. Treasury's Savings Bonds Division with continuing sales promotion.

Their first assignment is the preparation of a portfolio of sales messages for the use of state and county Savings Bonds committees on the Independence Drive May 15, to July 4.

Earle A. Buckley, President of the Buckley Organization, Philadelphia, is chairman of the group. Members are: Boyce Morgan of Morgan and Associates, Washington, D. C.; Lawrence G. Chait of Arthur Wiesenberger Company, New York; James A. Clark of LaSalle Extension University, Chicago; Walter F. Greninger of Time, Inc., New York; Henry Hoke of The Reporter of Direct Mail Advertising, New York; Charles B. Konselman of A. M. Koraghousian, Inc., New York; Leonard J. Raymond of Dickie-Raymond, Inc., New York and Boston, and John D. Yeck, Yeck and Yeck Advertising, Dayton, Ohio. (Press release from Treasury Department.)

◆ FELIX TYROLER of the New York Mail Advertising Service Association told us this one about a mailing which received more returns than messages mailed. According to Felix, the Holyoke, Massachusetts, "Taxpayers Association" mailed out 2800 double postal cards in a poll on a proposed forty-four hour week for city policemen. Edwin A. Seibel, executive secretary, reported 4043 cards had been returned. He charged "fraud and forgery" and said he was asking the postal inspector to investigate.

78 TESTED LETTER PROBLEMS

Seventy-eight tested letter problems have just been published by the American Business Writing Association for distribution to its members.

Intended for use in business-writing classes in colleges and universities, the problems cover the writing of letters classified as routine, sales, public relations, claims, adjustments, credits, collections, and applications.

The collection is the result of a project undertaken more than a year ago by the Association's Committee on Teaching Materials under the direction of Kenneth Baker Horning, Associate Professor of Business Communication at the University of Oklahoma.

Although originally issued as a supplement to the *Bulletin* of the Association, published for members only, a few copies may still be available for college teachers of business writing or correspondence supervisors. Requests should be addressed to Professor C. R. Anderson, Secretary, American Business Writing Association, 101 David Kinley Hall, University of Illinois, Urbana, Illinois.

HIGH PRESSURE SELLING

Here's another case which deserves attention from somebody or other. National Watch Bureau, 1310 N. Wells Street, Chicago 10, Illinois, recently mailed numbered penny postal cards . . . with part of the card a return coupon. Here is part of the wording of the message which offered a free gift:

Please don't delay! All you do—just fill in the space at right correctly, detach along line and mail. Also enclose \$1.49 to cover cost of postage, mailing and handling charges, etc.

\$1.49 is a pretty steep price for postage, mailing and handling charges. The product must be included in it. Not a very high class method of using the mail.

EXPLANATION

In our short notes department for January we asked why the boss of *The*

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

ADDRESSING

ADDRESSING \$4.50 THOUSAND
No charge for our lists
"SPEEDADDRESS"
48-01 Forty-Second St.,
Long Island City 4, N. Y.

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.
We show you how.
Martin Advertising Agency
15P East 40th Street New York 16, N. Y.

ART

BIG "SI" BARGAIN TO INTRODUCE
my ready-to-use art service. Reg. \$7.50
value. Hundreds of smart spot drawings
by top artists ready to clip for
offset paste-up or line cuts. Excellent
for direct mail. Many subjects, cata-
logued, easy to find. No extra repro-
duction fees. Guaranteed to please.
This value for limited time. Send \$1 or
purchase order today. Harry Volk, Jr.,
Box 207, Atlantic City 2, N. J.

BUSINESS OPPORTUNITIES

SOMEWHERE IN NEW YORK CITY a
salesman of creative lettershop service
or direct mail advertising, with \$75-
100,000 annual volume, is thinking of
setting out for himself. Available to
match his investment is an experienced
lettershop administrator and produc-
tion manager ready to form a high
quality creative shop. Box 31, The
Reporter, 17 E. 42nd St., New York 17.

FOR SALE

Collator, Thomas Mechanical, Model
10VC. Will sacrifice. M. Bernstein, Box
150, East Orange, N. J. ORange 2-3009.

Pitney-Bowes Model AV Postage Meter.
Recently rebuilt by mfrs., but not used
on account of change of plans. For
further details, Thomas W. Hall Com-
pany, Inc., Stamford, Conn.

MAILING LISTS

CHOICE LIST FOR RENT. 14,000 Metal
Working Mfg. Plants, Montgomery Engr.
Co. 14101 Prairie, Detroit 4, Mich.

HOUSE ORGANS

1000 Two-Color House Organs Only \$40
Your ad on front cover. (Free layout
and copy service.) Self mailer. Fea-
tures Dale Carnegie, prominent cartoon-
ists, "cheese cake," puzzles, philoso-
phy. A powerful good will builder and
sales tonic that holds customers &
quickly brings new business. Re-
quest sample on letterhead now.

THE CRIER ADVERTISING SERVICE
1836 Euclid Ave. Cleveland 15, Ohio

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the
Multigraph, Dupliograph and Addresso-
graph machines. We specialize in the
re-manufacturing of used ribbons. Chi-
cago Ink Ribbon Co., 19 S. Wells St.,
Chicago, Ill.

POSITION OPEN

MANAGER for growing book club op-
erated by large publisher with good
mailing lists. Must be experienced
with direct mail copy, production, ad-
ministration, fulfillment, lists. Knowl-
edge of publishing helpful but not es-
sential. Good opportunity for versatile
self-starter on salary-plus-commission
basis. Box 32, The Reporter, 17 E. 42nd
St., New York 17.

PRINTING & CUTS

1¢ MAILER & RETURN CARD printed
with illustrated headings. 2½ M—\$21.
Cuts at LOW cost. Box 39, Woodside
15, N. Y.

STENCILS

Quality Letters from NEW Stencils
"Plastic-coated" PROCEL stencils make
copies so Stygian Black they seem to be
almost printed. PROCEL works with any
ink, gives maximum legibility, mini-
mum cut outs and type clogging. Let
PROCEL improve your letters! Write to
Remington Rand, Duplicator Supplies
Division, Bridgeport 1, Conn., Dept. R
for free information.

WANTED

East West Elliott Addressing Machine
and A. V. Pitney-Bowes Postal Meter—
Must be late model and in good con-
dition. Creative Mailing Service, Inc.
24 S. Grove St., Freeport, L. I., N. Y.

ART WORK BY MAIL

SKETCHES, DUMMIES, DRAWINGS
Direct to your desk by mail from me.

PERSONAL SERVICE

RAYMOND LUFKIN 118 WEST CLINTON AVE.
TENAFLY, NEW JERSEY

**Write for
Booklet**

Houghton Line called himself "near editor." Here's the explanation:

Gentlemen:

From our Clipping Bureau we have received an item taken from one of your recent issues asking why Major Carpenter, who edits *The Houghton Line*, calls himself a "near editor."

This title was created by Major Carpenter's father, the late Charles E. Carpenter, who founded *The Houghton Line* as a company magazine in 1908. It is, therefore, in its 42nd year and not a youthful 17 as you state.

Back in the days when this name was coined the country was suffering under prohibition and the only beverage resembling lager was "near beer," meaning an imitation. Mr. Carpenter modestly termed himself "near editor" because he felt he was only an imitation of the real term. This title has come down through the years because the president of the company has personally edited the publication and likes to be known as an executive rather than an editor.

Incidentally, *The Line* now has a circulation of over 192,000 which we believe is some kind of a record for both size and continuous publication.

D. C. MINER
Advertising Manager
E. F. Houghton & Company
303 West Lehigh Avenue
Philadelphia 33, Pennsylvania

REPORTER'S NOTE: Well . . . it's at least a near-record. And thanks, Mr. Miner, for the explanation.

will substantiate that the policy is not at variance with policies of other companies."

Here was the mountaineer's reply:

"Dear Mister:
I'm sorry, but I don't understand your letter.
If you will explain what you mean, I'll try
to do what you want."

Yours truly,
John Smith.

From—The Sounding Board, h.m.
The Society of Associated Industrial Editors
Oklahoma A. & M. College, Stillwater,
Oklahoma

DISGRACEFUL PERFORMANCE

Examine the illustration accompanying this item. Use a glass—and pay particular attention to the addresses.

These thirteen (yes, thirteen) pieces were received in one mail from the Disabled War Veterans (Chicago) plugging their annual contest.

Charles B. Konelman, Director of Advertising, A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York 10, N. Y. brought this exhibit in to us. His wife had received them while he was on a business trip, but held them for him. He thinks it is a "disgraceful performance." And we agree. Mrs. Konelman's name seems to be typed differently on each piece, but all were processed on ditto labels and evidently by same organization.

Direct mail cannot work profitably when you give it this kind of a handicap. One duplication is bad enough . . . but when you send thirteen pieces in one mail to one prospect . . . your whole effort is wasted. Who would want to help any organization which



wastes money so carelessly and needlessly?

The D. W. V. National Officers should take immediate steps to clean up the mess. (See also January REPORTER.)

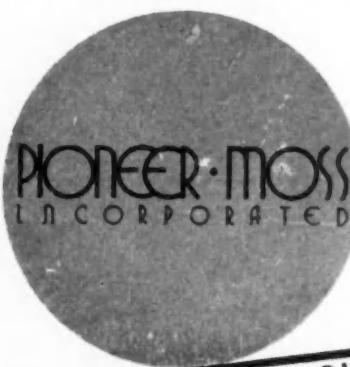
USE ENGLISH, PLEASE!

A story is told of the Kentucky mountaineer who received this written explanation from an insurance company:

"Surrender of the policy is permissible only within the days attendant the grace period on compliance with the citation relevant options according to the policy.

It continued:

"We are estopped from acquiescing to a surrender prior to the policy's anniversary date. We are confident that an investigation relevant to the incorporation of this feature



PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.

LONGACRE 4-2640



DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE. \$10.00 PER YEAR

ADDRESSING — TRADE

Shapins Typing Service.....68-12 Roosevelt Ave., Woodside, N. Y.

ADDRESSING MACHINES

Rossin Addresser Co.....216 South 4th, Minneapolis 1, Minn.

ADVERTISING ART

Gaylord Johnson.....55 East 19th St., New York 3, N. Y.
Raymond Lufkin.....118 West Clinton Ave., Tenafly, New Jersey

AUTOMATIC INSERTING

True, Sullivan, Neuart Asso., Inc., 47-30 33rd St., Long Is., City 1, N. Y.

AUTOMATIC TYPEWITERS

Amer. Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Company.....11 Stone St., New York 4, N. Y.
Hoover Letters, Inc.....352 Fourth Ave., New York 10, N. Y.

BINDING EQUIPMENT

General Binding Corporation.....808 W. Belmont Ave., Chicago 14, Illinois

BOOKS

Graphic Books, Inc.....17 East 42nd St., New York 17, N. Y.
McGraw-Hill Book Co., Inc.....330 West 42nd St., New York 18, N. Y.

COMPOSING MACHINES

Ralph C. Coxhead Corp.....720 Frelinghuysen Ave., Newark 5, N. J.

COPYWRITER (Free Lance)

Arthur Kleinwald.....230 West 41st St., New York 18, N. Y.

DIRECT MAIL AGENCIES

Advertising Ideas.....197 West 43rd St., New York 18, N. Y.
D. H. Gundlach Company, Inc.....325 East 42nd St., New York 17, N. Y.
Horner J. Buckley & Associates, Inc., 117 E. Jackson Blvd., Chicago 3, Ill.
Circulation Associates.....1745 Broadway, New York 19, N. Y.
Dickie-Raymond, Inc.....80 Broad Street, Boston 10, Mass.
Duffy & Fabry, Inc.....633 N. Water St., Milwaukee 2, Wis.
McNulty Advertising Agency.....310 W. Washington St., Chicago 6, Ill.
Mailograph Co., Inc.....319 Water Street, New York 4, N. Y.
Paul Muchnick Advertising.....150 Nassau St., New York 7, N. Y.
Perry Advertising.....150 Nassau St., New York 7, N. Y.
Paul Smilauer Advertising.....130 W. 44th St., New York 18, N. Y.
Tested Sales Producers, Inc.....131 West 53rd St., New York 19, N. Y.
Philip J. Wallach Company.....150 East 35th St., New York 16, N. Y.

DIRECT MAIL TRAINING COURSE

Henry Hoke.....17 East 42nd St., New York 17, N. Y.

ENGRAVERS—Steel and Copper Plate

Garrick Printing Company.....54 West 21st St., New York 10, N. Y.
Pioneer-Moss, Inc.....460 West 34th St., New York 1, N. Y.

ENVELOPES

American Envelope Mfg. Corp.....16 Howard St., New York 13, N. Y.
The American Paper Products Co.....East Liverpool, Ohio
Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.
Atomic Envelope Company.....108 West 17th St., New York 3, N. Y.
Cupples-Hesse Corp.....4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Samuelson Envelope Co., Inc.....1000 N. Dearborn St., Chicago 10, Ill.
Curtis 1000, Inc.....280 Capitol Ave., Hartford 6, Conn.
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.
Massachusetts Envelope Co.....641 Atlantic Ave., Boston 11, Mass.
McGill Paper Products, Inc.....501 Park Ave., Minneapolis 1B, Minn.
The Standard Envelope Mfg. Co., Inc.....1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation.....136 Hudson St., New York 14, N. Y.
Tension Envelope Corporation.....1901 N. Sammamish Rd., Kent 8, Wash.
Tension Envelope Corporation.....301 Southwicks Ave., St. Louis 10, Mo.
Tension Envelope Corporation.....123-129 N. Second, Minneapolis 14, Minn.
Tension Envelope Corporation.....1912 Grand Ave., Des Moines 14, Iowa
United States Envelope Company.....Springfield 2, Mass.
The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

The Sawdon Company, Inc.....480 Lexington Ave., New York 17, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

HAND COLORING

Reba Martin, Inc.....145 West 45th St., New York 19, N. Y.

HOUSE MAGAZINES

The William Feather Company.....812 Huron Road, Cleveland 15, Ohio

INKS

Interchemical Corporation.....250 Fifth Ave., New York 1, N. Y.

LABEL PANTERS

Potdevin Machine Company.....1281-38th St., Brooklyn 18, N. Y.

LETTER GADGETS

Hewig Company.....45 West 45th St., New York 19, N. Y.
A. Mitchell.....111 West Jackson Blvd., Chicago 4, Ill.

MAIL ADVERTISING SERVICES (Lettershop)

Advertisers Mailing Service, Inc.....915 Broadway, New York 16, N. Y.
Benart Mail Sales Service, Inc.....228 E. 45th St., New York 17, N. Y.
Century Letter Co., Inc.....48 East 21st St., New York 10, N. Y.
A. W. Dicks & Co.....24 Adelaide St., W., Toronto 1, Ontario, Canada
James Gray, Inc.....216 East 45th St., New York 17, N. Y.
Mailograph Co., Inc.....39 Water St., New York 4, N. Y.

MARCH 1950

Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada
The Rylander Company.....19 S. Wells St., Chicago 6, Ill.
The St. John Associates, Inc.....75 West 46th St., New York 19, N. Y.
Woodington Mail Adv. Service.....1516 Arch St., Philadelphia 7, Pa.

MAILING LISTS

Advertisers Mailing Service, Inc.....315 Broadway, New York 16, N. Y.
Archer Mailing List Service.....140 West 55th St., New York 19, N. Y.
Boat & Equipment News.....224 East 41st St., New York 17, N. Y.
Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N. Y.
George R. Bryant Co., Inc.....595 Madison Ave., New York 22, N. Y.
Creative Mailing Service, Inc., 24 South Grove St., Freeport, L. I., N. Y.
D-R Special Bureau.....80 Broad St., Boston 10, Mass.
Direct Mail Promotions.....10 East 43rd St., New York 17, N. Y.
Dunhill List Company.....565 Fifth Ave., New York 17, N. Y.
Elliott's List Services, Inc.....348 Hudson St., New York 14, N. Y.
Fred E. Forrest.....P. O. Box 54, Gravette, Arkansas
Gadsden Letter Shop.....515 Chestnut St., Gadsden, Alabama
Guild Company.....76 Ninth Ave., New York 11, N. Y.
Industrial List Bureau.....45 Astor Place, New York 3, N. Y.
Willa Maddern.....215 Fourth Ave., New York 3, N. Y.
J. H. Monty's Tury Fan Lists.....201 East 46th St., New York 17, N. Y.
J. W. Nichols' List Service.....15 Newmarket St., Boston 10, Mass.
Names Unlimited, Inc.....384 Avenue of the Americas, New York 10, N. Y.
National Birth Records Co., Inc.....31 East 27th St., New York 16, N. Y.
New Outlet Surveys.....33 Union Square, New York 2, N. Y.
Official Catholic Directory Lists.....12 Barclay St., New York 2, N. Y.
W. S. Ponton, Inc.....635 Avenue of the Americas, New York 11, N. Y.
Wm. F. Rupert.....90 Fifth Ave., New York 11, N. Y.
James E. True Associates.....47-30 33rd St., Long Is., City 1, N. Y.
World Wide List Company.....47 West 56th Street, New York 19, N. Y.

MATCHED STATIONERY

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

MESSENGER SERVICE

Airline Delivery Service.....40 East 42nd St., New York 17, N. Y.

METERED MAIL EQUIPMENT

Pitney-Bowes, Inc.....Stamford, Conn.

MIMEOGRAPHING

Nassau Letter Service.....154 Nassau St., New York 7, N. Y.

OFFSET PRINTING

Advertisers Service Litho Corp., 161 West Harrison St., Chicago 5, Ill.
Bachman Reproduction Service.....250 E. 43rd, New York 17, N. Y.

PAPER MANUFACTURERS

The Champion Paper & Fibre Company.....Hamilton, Ohio
Hammermill Paper Company.....Eric, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N. Y.
Rising Paper Company.....Houstanotic, Massachusetts

PHOTO RETOUCHING AND ART

Joan Bishop.....506 Walnut St., Elmira, N. Y.

PHOTOGRAPHS

Eye Catchers.....10 East 38th St., New York 16, N. Y.

PLATES & STENCILS

Columbia Ribbon & Carb. Mfg. Co., Inc., Herb Hill Rd., Glen Cove, N. Y.
Remington Rand, Inc.....2 Main St., Bridgeport 1, Conn.

POSTCARDS

Artvue Post Card Company.....227 Fifth Ave., New York 10, N. Y.

PRINTERS & LITHOGRAPHERS

Advertisers Service Litho Corp., 161 West Harrison St., Chicago 5, Ill.
Brooklyn Press.....335 Adams St., Brooklyn 1, New York 10, N. Y.
College Press.....South Lancaster, Mass.
The House of Dial.....30 Irving Place, New York 3, N. Y.
Paradise Printers and Publishers.....Paradise, Pa.
Peerless Lithographing Co.....4305 Diversified Ave., Chicago 28, Ill.
Sticher-Traune Litho. Corp., 274 N. Goodman St., Rochester 7, N. Y.

PRINTING EQUIPMENT

Harris Seybold Company.....4510 East 71st St., Cleveland 5, Ohio
Rapid Roller Company.....Federal at 26th, Chicago, Ill.

QUANTITY PHOTOGRAPHS

J. J. K. Copy-Art.....165 West 46th St., New York 19, N. Y.

SEALING & MAILING MACHINES

Seal-O-Matic Machine Mfg. Company, 11 South Hackensack, New Jersey

STENCIL CUTTING & ADDRESSING

Phillips Stencil Addressing Service, 5 Beckman St., New York 7, N. Y.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....17 East 42nd St., New York 17, N. Y.
Mail Advertising Service Assn.....18652 Fairfield Ave., Detroit 21, Mich.

TIERS

B. H. Bunn Company.....7601 Vincennes Ave., Chicago 28, Ill.
National Bundle Tyer Company.....Blissfield, Michigan

TYPE FACES

American Type Founders Sales Corp.....Elizabeth, New Jersey

TYPEWRITERS

Remington Rand, Inc.....315 Fourth Avenue, New York 10, N. Y.

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SHORT NOTES

DEPARTMENT

(Continued from page 7)

distance prevented their personal appearance. So, he arranged a hook-up with the telephone company. The Club met for an evening meeting with loud speaker equipment. Ed Mayer (of James Gray, Inc., New York City) talked for thirty minutes from his home in Connecticut. Thereafter, for fifteen minutes, questions were relayed by phone and he answered. Reports indicate the meeting was a great success and the Fort Worth crowd are planning others like it. The cost is very reasonable. Much less than paying speaker's travelling expenses.



◆ HAROLD E. MERTZ of the Journal of Living, 1819 Broadway, New York 23, N. Y. sent us his entry for the "most horrendous mawaise plaisanterie so far in '50." It came from a list house (of all people). Phony imitation theatre tickets to a show, "North Pacific" on February 29, 1950. Printed on the back of the ticket was an advertisement for the List Service. That's struggling pretty hard to get attention.



◆ INSIDE LETTERS seem to be getting popular. We've seen quite a few lately. That is . . . letter is run on inside of a folder. A recent one had this illustration on front:



Opened once . . . girl's face is reproduced and she's saying: "I'll have it finished by the time you turn inside." Open to full 8 1/2" x 11" and there's a regular form letter from Don Barr Associates, 383-395 Henry Street, Mans-

field, Ohio who sell business forms and office equipment.



◆ THE RULES for the annual DMAA contest to select the best Direct Mail Campaigns of the year are being revised. Some time ago, President Harry Porter appointed a special Committee to analyze past rules and all of the objections which have been voiced. The Committee is composed of the following: Dr. Neil H. Borden, Harvard University, Graduate School of Business Administration, chairman; Irving Robbins of Robbins and Barber (public relations experts) and Richard Manville of Richard Manville Research (research experts). These three men have been doing a lot of work, and we understand their findings have been reported to the Board of Directors. You will know all about the new rules when the 1950 contest is announced.



◆ THE DEPARTMENT OF COMMERCE has just published a valuable directory, titled "National Associations of the United States." It was compiled by Jay Judkins, Chief, Trade Association Division of the Office of Domestic Commerce. It is a big, hard-cover book of 634 pages. Indexes thoroughly some 16,000 organizations of business men. Price is \$3.50 from the Supt. of Documents, U. S. Government Printing Office, Washington 25, D. C.



◆ PLASKON is the name of a new house magazine being published by the Plaskon Division of Libbey-Owens-Ford Glass Company, Toledo 6, Ohio. We've just seen the fifth issue . . . and it is a beauty. Twenty pages, 10" x 13". Expertly designed throughout. Production is credited to Evans-Winter-Hebb, Inc. of Detroit. Might be worth having in your idea file.



◆ SOME TIME AGO WE congratulated the editor of The Rural New Yorker, published at 333 West 30th St., New York 1, N. Y., for his campaign to protect subscribers from misleading or fraudulent advertising. Recently the editor made a full-page report to his subscribers . . . listing in detail the claims handled in all the years since 1910, with the amount of money collected from the advertiser (as refunds). An amazing record. In the 1910-1949 period, a total of 50,539 cases were completed with total refunds collected of \$1,371,821.99. In 1948 alone, The Rural New Yorker wrote approximately 30,000 letters in its crusade to clean up advertising. In the report, we were happy to see a crack taken at the Cleveland outfit

which sells a very questionable "opportunity service" promising fortunes in home addressing.



◆ IF YOU WOULD LIKE to see what they are doing in Hawaii to promote "The 49th State Fair" for June 1950, write to R. A. Mitchell, Jr., chairman of the Honolulu Junior Chamber of Commerce, Honolulu, Hawaii. Ask him to send you the beautiful portfolio which describes the undertaking. Might tempt you to make a journey out there this coming summer.



◆ THE POST OFFICE finally caught up with that young fellow out in California who was selling "harem bath mats" by mail. Original mailings were more raucous than raw. Pulled a lot of returns. But Post Office obtained an agreement to stop mailings and recent letters to Terry Paul Company, in San Carlos, California have been returned marked "fictitious."



◆ SOME PEOPLE have been questioning us about the chain letter being used by Taft's Ohio Organization to raise money for his campaign. Everyone receiving this letter is asked to send a dollar and to re-copy the letter and send it to ten friends. The Post Office usually frowns on chain letters but there's a grapevine report that in this case, the Post Office ok'd the plan. Whether the idea is politically wise . . . is another matter.



◆ KROCH'S BOOKSTORES, Inc., 206 North Michigan Ave., Chicago 1, Illinois, is trying out a new direct mail effort. All previous mailings have been designed to sell either a book or a group of books. Now they have a 3 1/2" x 8 1/2" 8-page folder, which is being mailed to all charge account customers. It is purely institutional and does not mention the name of one book. Simply describes the organization and the service offered. According to Morton L. Levin, promotion manager, reactions have been "quite favorable" and many inactive accounts have been reopened.



◆ SOME PEOPLE SURE can waste money on postage. Especially when mailing press releases. Just saw an unusually dull and stupid press release mailed by a prominent advertiser with a postage meter indicia for 18¢. Special delivery. . . and there certainly wasn't anything special about the message.

COMPACT!

With

IMPACT!

for crisp, smart heads



CONTACT BOLD CONDENSED

Designed especially to dress the newspaper in the most modern manner, but equally valuable for clean-cut, powerful advertising display. Though high in character count, its exceptionally open counters and large x-size for the body make it extremely readable. Also interesting in small masses well leaded. Foundry cast in 8 to 84 point, including the useful intermediate 42-point size.

The sparkling Italics are slightly decorative and vivacious for emphasis or quality appeal. Used for step-down heads, they give the paper a new look. Advertisers also will appreciate their freshness. In 8 to 72 pt., with special characters fonted separately.

Other impressive ATF faces
that should be in every
newspaper composing room

Brush Grayda
Balloons (in 3 weights)
Gothics (in a great variety)
Kaufmanns (Script and Bold)
Lydians (in 2 weights)
Lydian Bold Condensed
Lydian Bold Condensed Italic
Spartans (in 3 weights)
Spartan Bold Condensed
Stencil
Stymies (in 4 weights)
Stymie Bold Condensed
Tower

Write for Descriptive Type Price List

American Type Founders

200 Elmora Avenue, Elizabeth 8, New Jersey

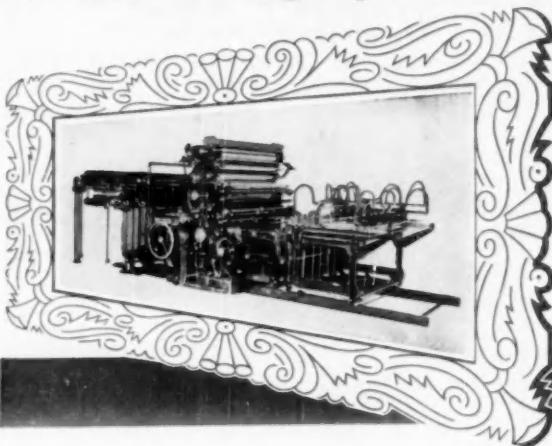
Branches in Principal Cities



WORK HORSES of the Lithographic Industry

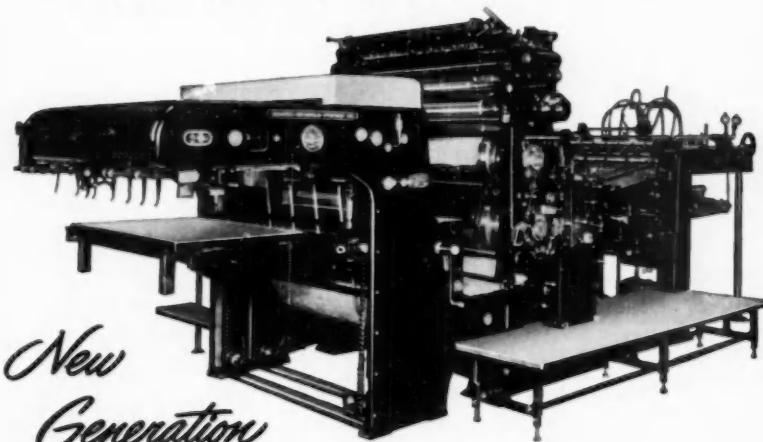
Veteran

For 20 years, the veteran Harris S7L set the pace for an industry. In its prime, guaranteed speed was twice as fast as the letterpress equipment it replaced . . . register was unequalled. "Finest offset press for its size ever built," say many proud owners.



But, good as it was, the S7L is no match for the new generation of Harris lithographic presses. Advanced design . . . fewer interruptions . . . higher speeds . . . are reasons why the new Harris model 145, for instance, puts more salable sheets in the delivery pile every day.

A new Harris press has the productive get-up-and-go to open up new money-making opportunities. Why not calculate the savings 50% higher running speed might mean in your profit picture?



*Harris Model 145, Single color 35 x 45" Offset Press
Maximum sheet size 36 x 48"—the most economical size for a 16-page form,
either 8½ x 11" or 9 x 12"*

HARRIS-SEYBOLD

DEPT. S, GENERAL OFFICES, CLEVELAND 5, OHIO